

OPERATIONALIZING EQUITY

**INSIGHTS & STRATEGIES FOR ADVANCING EQUITY
IN YOUR LOCAL AGENCY & YOUR COMMUNITY**

Tuesday, November 16, 2021
10:00 am – Noon

THANK YOU FOR JOINING US

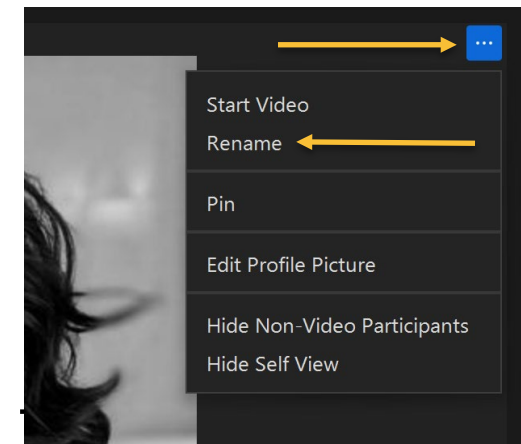
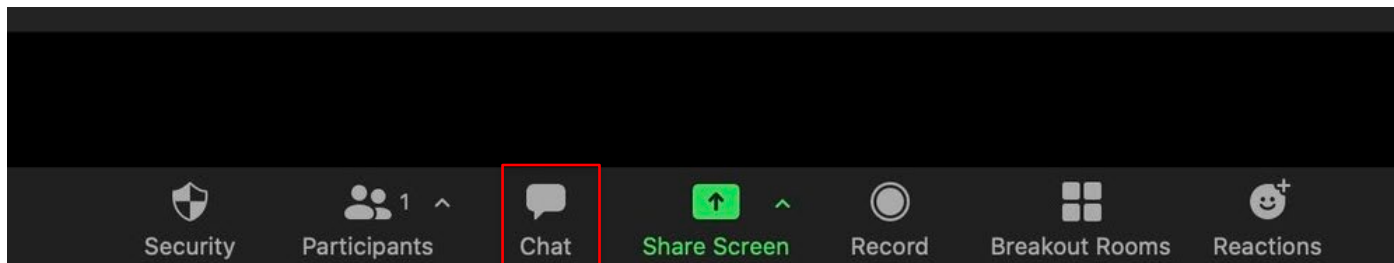


Host & Moderator

ERICA L. MANUEL
CEO & Executive Director
Institute for Local Government

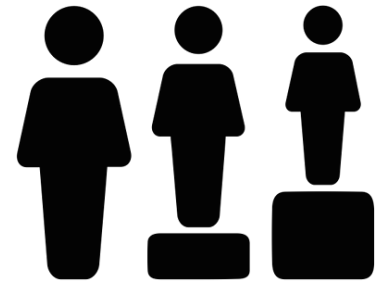
TECH OVERVIEW & HOUSEKEEPING

- All webinar participants will be on **MUTE** until the group discussion.
- Please **TYPE** any questions or comments into the **CHAT BOX** at any time during the session.



- Please check that your **SCREENNAME** and organization are listed correctly. To change your screenname, select the three dots at the top right of your video and select “Rename”.
- A recording of the main session will be shared afterwards. Breakout group conversations will be recorded but not shared.

ROUNDTABLE OVERVIEW



OPERATIONALIZING EQUITY

- Equity is at the forefront as a mainstream issue for local governments
- Every local agency needs to strategize and implement an equity approach that works for them and their community
- ILG aims to lift-up best practices and lessons learned on the ground and create spaces for jurisdictions to connect and learn from each other
- This session is part of ILG's new leadership series, LEADING LOCAL, a thought leadership forum focused on challenging topics and issues local government leaders face
- Insights gained today will inform ILG's forthcoming educational tools and resources for local agencies about equity

NON-PROFIT, NON-PARTISAN AND HERE TO HELP

- The Institute for Local Government is the non-profit training and education affiliate of three statewide local government associations
- Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts
- We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground



**California Special
Districts Association**
Districts Stronger Together

ILG'S PROGRAMS AND SERVICES

Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable & Resilient Communities



Services

Education & Training

Technical Assistance

Capacity Building

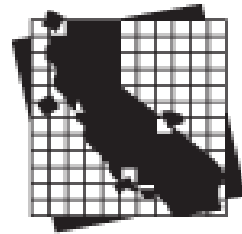
Convening

Our mission is to help local government leaders **navigate complexity**, **increase capacity & build trust** in their communities

THANK YOU TO OUR SESSION CO-HOSTS



LEAGUE OF
**CALIFORNIA
CITIES**



CSDA

**California Special
Districts Association**

Districts Stronger Together

EQUITY AS A CRITICAL ISSUE & OPPORTUNITY

Create learning communities

Provide technical assistance

Develop resources & offer trainings

ILG's VISION FOR LOCAL AGENCY ACTION

- Encourage cross-sector collaboration, bringing together foundations and government to work together to advance equity for the populations they serve
- Provide greater efficiency and access, common grounding in equity concepts and resources, greater opportunity for peer learning and collaboration between cities, counties, and special districts



PRESENTATIONS & PANEL DISCUSSION

TODAY'S PANELISTS



Scheereen Dedman

County Clerk
Mono County



Kelly Gonzalez

Director of Business & Public Affairs
Cosumnes Community Services District



Randi Johl

City Clerk &
Legislative Director
City of Temecula



Rosemary Soto

Management Analyst III,
County Administrative Office
Monterey County

Institute for Local Government November 16, 2021



Setting the Stage

- Incorporated December 1, 1989
- Southwest Riverside County
- 2020 Population Estimate 114,761
- Male – 49% / Female 51%
- Median Age - 35
- Median Household Income – \$104,050



Population by Race

(Single Classification Estimate)

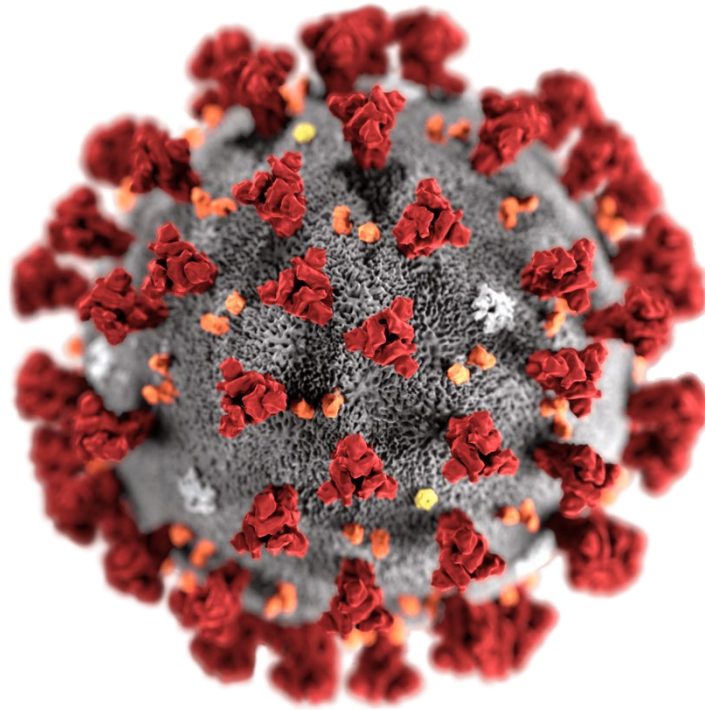
- White - 52%
- Hispanic / Latino – 28%
- Asian - 9%
- Black / African American - 4%
- American Indian / Alaska Native - .05%
- Native Hawaiian / Pacific Islander - .05%
- Two or More Races - 6%

Pre-2020

Stable Government and Community in Suburban / Wine Loving Environment



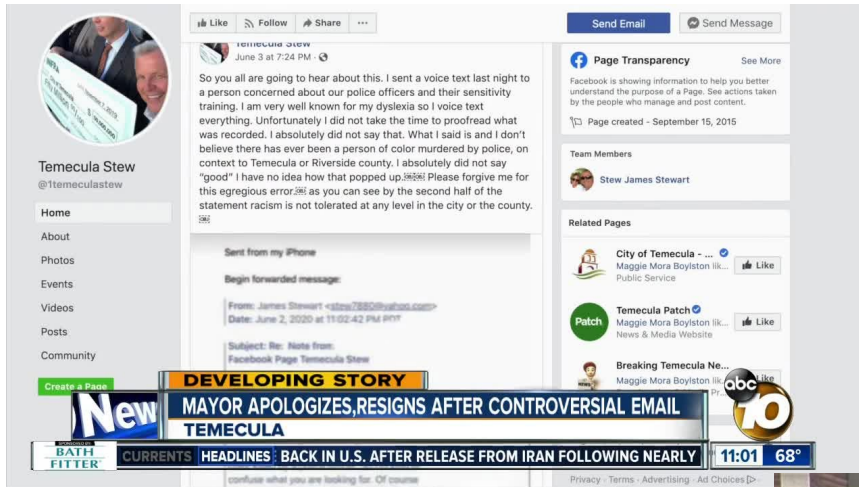
And Then ... Pandemic



And Then ... George Floyd



Temecula in the News



The screenshot shows a Facebook post from the page 'Temecula Stew' (@Temeculastew) dated June 3 at 7:24 PM. The post text reads: "So you all are going to hear about this. I sent a voice text last night to a person concerned about our police officers and their sensitivity training. I am very well known for my dyslexia so I voice text everything. Unfortunately I did not take the time to proofread what was recorded. I absolutely did not say that. What I said is and I don't believe there has ever been a person of color murdered by police, on context to Temecula or Riverside county. I absolutely did not say 'good' I have no idea how that popped up. Please forgive me for this egregious error as you can see by the second half of the statement racism is not tolerated at any level in the city or the county." Below the text is a forwarded message from James Stewart to Maggie Mora Boylston on June 2, 2020. The subject line is "Re: Note from Facebook Page Temecula Stew". The post has a 'Page Transparency' section indicating it was created on September 15, 2015, and lists 'Stew James Stewart' as a team member. A news overlay at the bottom of the screenshot reads: "DEVELOPING STORY New MAYOR APOLOGIZES, RESIGNS AFTER CONTROVERSIAL EMAIL TEMECULA". A weather and time overlay shows "11:01 68°".



The image shows an aerial view of a large group of people gathered on the steps of a building, holding signs and participating in a protest. A news overlay at the bottom of the image reads: "LIVE Sky 9 BREAKING NEWS Protest After Mayor Resigns TEMECULA". The overlay also includes the time "4:41" and temperature "68°", along with the "KCAL 9" logo and "CBSLA" branding.



Temecula Response

- City Council Meetings – Public Comments
- Preliminary Community Meetings
- Individual Council Member / Executive Staff Meetings

Consensus: Meet Folks Where They Are
and Seek Help and Resources





Race, Equity, Diversity and Inclusion Initiative

Phase 1 (Normalize the Conversation):

- City Council Engagement and Involvement
- Resolution Supporting Unity and Equity
- Professional Assistance for Internal Training on Diversity/Equity
- Professional Assistance for Internal Training on Media Relations
- Communication with Law Enforcement (Initial)
- Communication with Community (Initial)
- Board or Commission

Phase 2 (Operationalize the Action):

- Professional Assistance for Community Dialogue
- Communication with Community (Ongoing)
- Communication with Law Enforcement (Ongoing)
- City Council Protocol Manual
- Citywide Policies and Programs

Phase 3 (Organize the Sustainable Effort):

- Budget
 - Quality of Life Master Plan
- 

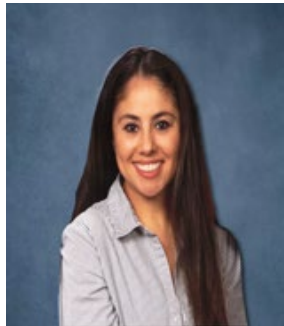
Timeline of Events

- May 25th – George Floyd
- June 3rd – Social Media Post and Resignation
- June 4th – Protests (Ongoing for Weeks)
- June / July – Numerous Internal/External Meetings
- July 14th – REDI Initiative Approval
- August 11th – Adopt Resolution
- August 25th – Approve Commission
- September / October – Recruitment
- September 21st – Meeting with Sheriff's Office
- November 6th – REAL Training for Council
- November 19th – Appoint Commission Members

REDI Commission – Almost One Year!

- 80 Applications for Board/Commission
Recruitment Period – 7 Commissioners Appointed
- Recommendations: Cultural Services and Programs, Budget and Friendship Park, Services/Public Works Presentations, AAPI / Pride / Hispanic Heritage Month Proclamations, Quality of Life Master Plan and Equity Value, Redistricting, Housing Element and Affordable/Attainable Housing
- Attendance at Various City Events / Community Engagement

REDI Commission and Executive Director



Challenges and Bright Spots

Sense of Readiness – less fragile than we were before, does not translate into a position of strength

Sense of Community and Connection – people do not believe that anything will happen or change until it actually does, and change happens at the speed of trust

Managing Expectations – facilitating stakeholder engagement – community members, staff, elected and appointed officials – can be trying

Human Bright Spots – community members have shared their personal and lived experiences with us as their trusted representatives and advocates

Procedural Bright Spots – adopted a resolution supporting the fair and equal treatment of all human beings and a REDI Initiative with actionable steps

Connection Bright Spots – created the REDI Commission and established connectivity with others in the community including the Chamber of Commerce, local faith groups, school district, other local government agencies who are also doing this work

THE
END



It's just the beginning



Cosumnes Community Services District

Kelly Gonzalez, Director of Administrative Services

Services Provided



Cosumnes
CSD



Framework

- Actively engaged community
- Organization, elected leaders, senior leadership and staff that demonstrate core values - Diversity Equity and Inclusion.
- Policies and procedures in place with an emphasis on equity.
- Survey and Demographic Analysis
- Equity Goals for your agency.

Task Force

Equity Goals

Goal 1: The Cosumnes Community Services District will ensure equity and inclusion in recruitments and hiring processes.

Goal 2: The Cosumnes Community Services District will promote a climate that is welcoming and conducive to the success of all employees through respect, inclusion, equity, and cultural awareness.

Goal 3: The Cosumnes Community Services District will develop and support policies and procedures that promote diversity, equity, and inclusion.

Goal 4: The Cosumnes Community Services District will provide equitable access to District services, events, and activities that further develop diversity and inclusion in our community.

Training / Interactive Opportunities



Dr. Caprice Hollins
Professor – The Seattle School of
Theology & Psychology
Cultures Connecting, LLC

Rachel Henry
Outreach and Training Institute Director
Sacramento LGBT Community Center

Art Hendricks
Equity and Inclusion Manager
City of Portland

Networking and Partnerships



SACRAMENTO
STATE



EGUSD OFFICE OF FAMILY
AND COMMUNITY ENGAGEMENT



COSUMNES RIVER COLLEGE
LOS RIOS COMMUNITY COLLEGE DISTRICT

Internal Activities



 **WE WELCOME**
ALL RACES & ETHNICITIES
ALL RELIGIONS
ALL COUNTRIES OF ORIGIN
ALL GENDER IDENTITIES
ALL SEXUAL ORIENTATIONS
ALL ABILITIES
ALL SPOKEN LANGUAGES
ALL AGES
EVERYONE.
YOU ARE SAFE HERE.

External Changes

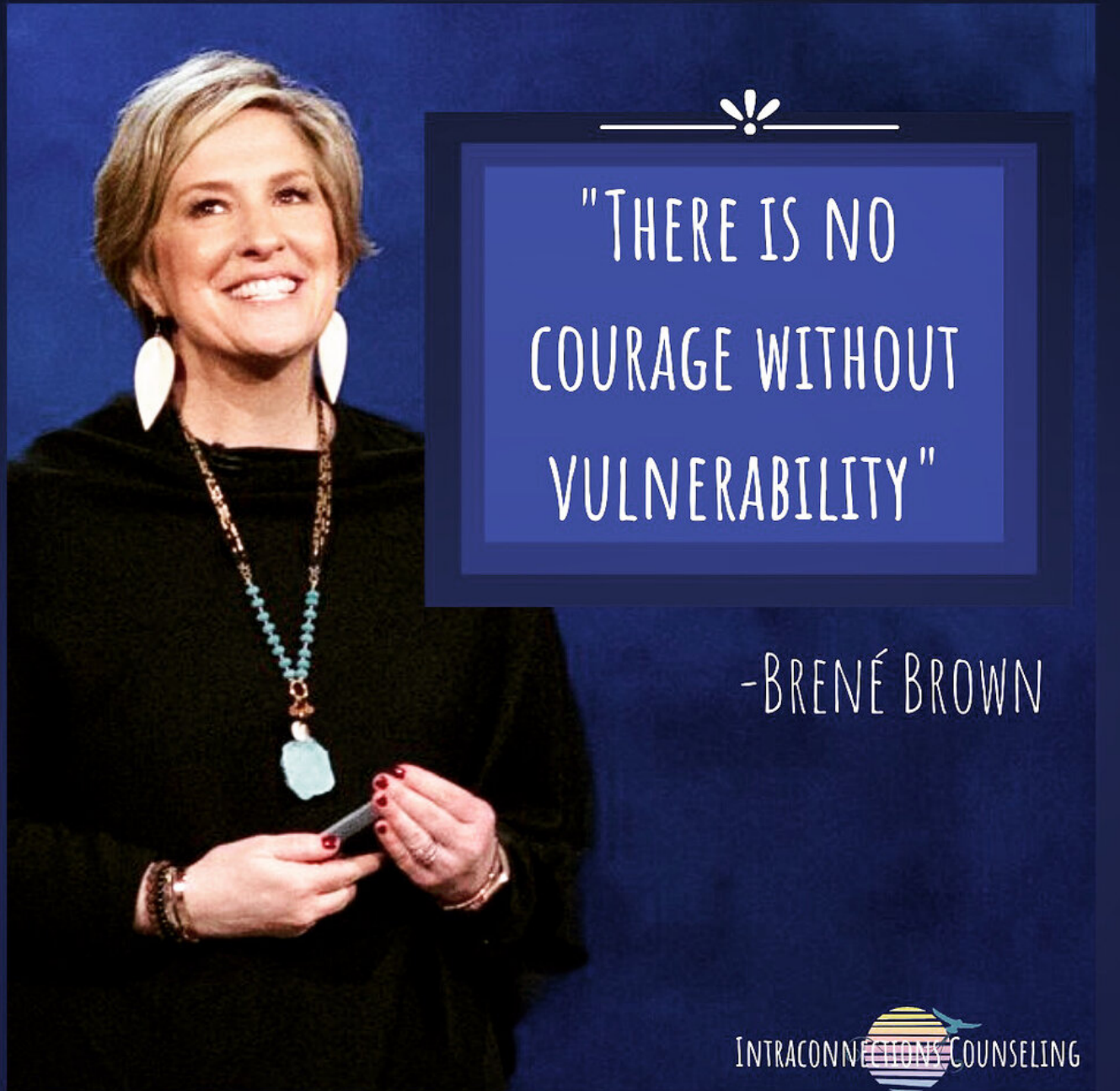


Statement Against Hate – Using Social Media





**WHY
ME?
WHY
NOT.**



—
"THERE IS NO
COURAGE WITHOUT
VULNERABILITY"

-BRENÉ BROWN

Courage and Vulnerability

Establishing DEI Committee



MAKING LIVES BETTER!

“COMMUNITY ISN'T ALWAYS SYNONYMOUS WITH WARMTH AND HARMONY. POLITENESS IS OFTEN A VENEER FOR UNDERSTANDING, WHEN IN REALITY IT MASKS UNCOVERED TERRITORY, THE UNSPEAKABLE PIT THAT WE TURN FROM BECAUSE WE KNOW THE PAIN AND ANGER THAT CAN DWELL THERE. IT IS IMPORTANT TO REMIND OURSELVES THAT REAL COMMUNITY IS FORGED OUT OF STRUGGLE. THIS IS THE CRUCIBLE FROM WHICH REAL COMMUNITY GROWS.”

Linda Christensen



Community Agreement



MAKING LIVES BETTER!

COMMUNITY AGREEMENTS

TRY ON NEW IDEAS AND PERSPECTIVES

MOVE UP/MOVE ASIDE

ASSUME POSITIVE INTENT

“I” STATEMENTS

CONFIDENTIALITY

BOTH/AND THINKING

IT'S OKAY TO DISAGREE



Cosumnes CSD Parks and Recreation
Saturday at 3:38 PM · 🌈

#Pride is...Freedom to be yourself! Stop by the Barbara Morse Wackford Community & Aquatic Complex this month and write on the pride ribbon to share what pride means to you.



Proclamations



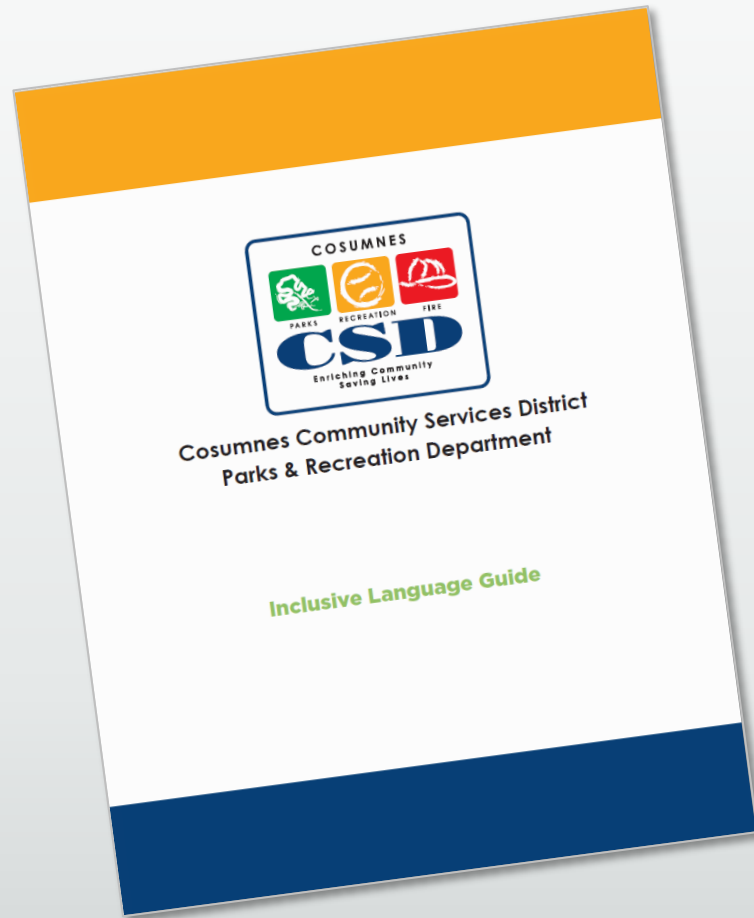
Pride Month
Juneteenth
Hispanic Heritage Month
Indigenous Peoples Day
National Women in Sports Day
Black History Month
A Day of Remembrance: Japanese American
International Women's Day

Cosumnes CSD Parks and Recreation
Wednesday at 4:32 PM · 🌈

Celebrate Freedom. Juneteenth is a celebration commemorating the ending of slavery in the United States. How do you celebrate #freedom?



Inclusive Language Guide



Thank You!



<https://www.yourcsd.com/1000/Diversity-Equity-Inclusion>

ASK THE PANELISTS!



MASTER AUTHENTIC PUBLIC ENGAGEMENT

NEW TRAINING!

PUBLIC ENGAGEMENT TRAINING for LOCAL GOV'T

POPULAR PUBLIC ENGAGEMENT WORKSHOP NOW VIRTUAL & UPDATED FOR A POST-COVID WORLD!

THURS, NOVEMBER 18 & FRI, NOVEMBER 19, 2021 via ZOOM

ILG

WWW.CA-ILG.ORG

SPACE IS LIMITED. REGISTER TODAY!

VIRTUAL TRAINING

- Updated to include post-COVID resources
- New emphasis on virtual and hybrid engagement strategies
- Dozens of local agency practitioners
- Customized for local government

TACKLE YOUR LEADERSHIP CHALLENGES

NEW TRAINING FOR ELECTED OFFICIALS

LEVEL UP YOUR LEADERSHIP!

Master Your Role as an
Effective Elected or Appointed Official & Community Leader

MONDAY, DECEMBER 6 and MONDAY, DECEMBER 13, 2021
5:00 PM - 7:30 PM
via Zoom

TRAINING HOSTED BY:



LEARN MORE & REGISTER:

WWW.CA-ILG.ORG

KEY TAKEAWAYS

- Exclusively for elected officials
- Gain practical tools to govern more effectively
- Gather effective techniques for public meetings
- Learn strategies to promote civility and respond to diverse viewpoints
- Understand various roles and responsibilities of the governing body, your agency's administrator and staff
- Explore community engagement strategies and collaborative decision-making processes

REGISTER FOR THE NEXT ILG WEBINAR



FREE WEBINAR FOR LOCAL GOV'T!

MASTERING HYBRID PUBLIC ENGAGEMENT

ACHIEVING MEANINGFUL & EQUITABLE COMMUNITY ENGAGEMENT OUTCOMES IN A HYBRID ENVIRONMENT

THURSDAY, DECEMBER 9
11:00 AM- 12:30 PM

WEBINAR

HOSTED BY: 

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THANK YOU TO OUR SESSION CO-HOSTS



**California Special
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Rosemary Soto

Management Analyst III,
County Administrative Office
Monterey County

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/stayinformed](http://www.ca-ilg.org/stayinformed)

RECORDING AVAILABLE SOON



The recorded presentation and materials will be shared electronically with all registrants a few days after the webinar.

**THANK YOU FOR
JOINING US!**