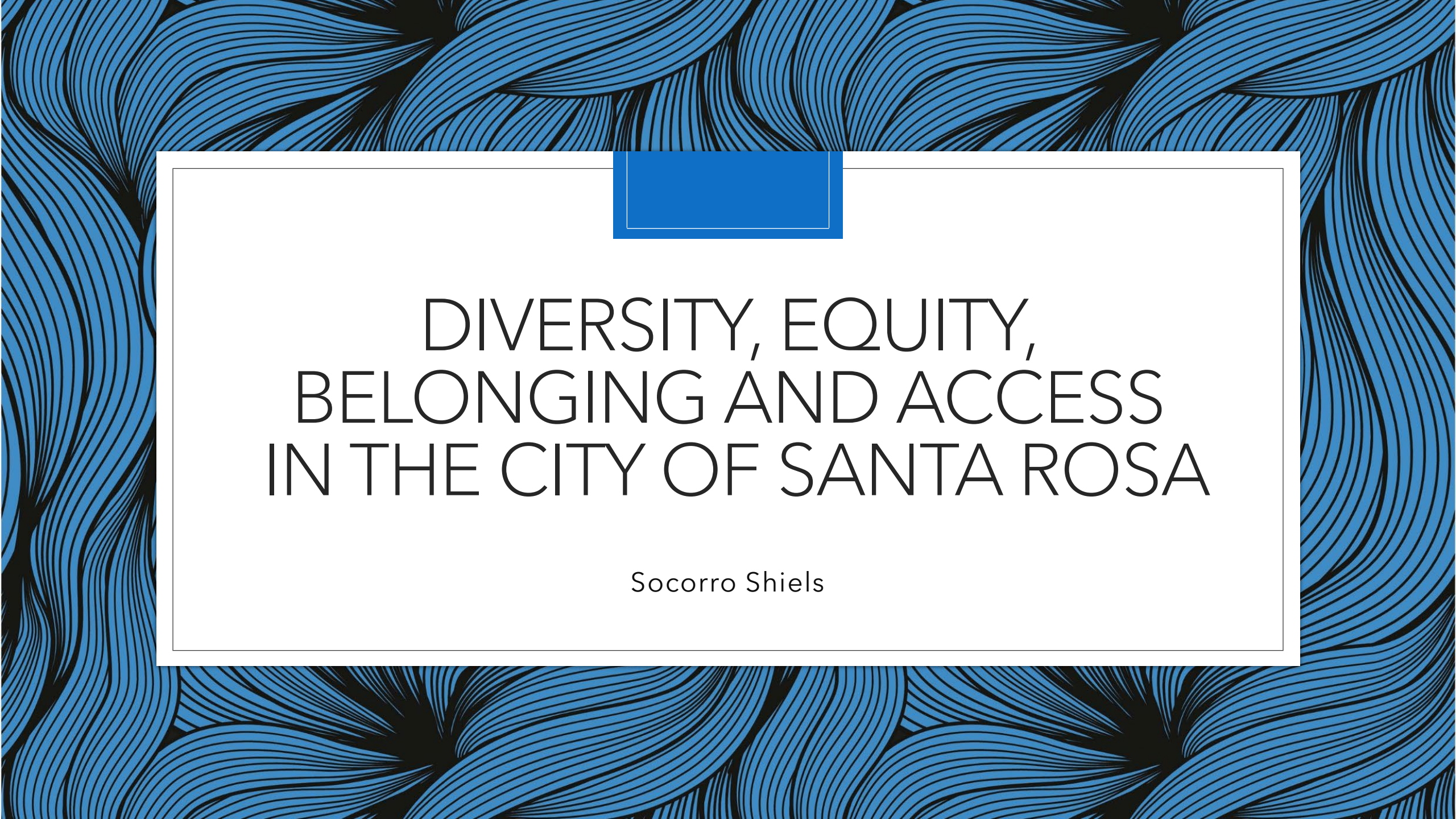




DIVERSITY, EQUITY, BELONGING AND ACCESS IN THE CITY OF SANTA ROSA

Socorro Shiels

Presentation goals

What does an equity journey for the city of Santa Rosa mean?

Who is SEED and what do they do?

Next Steps and Application for Art in Public Places Committee

What is a Diversity, Inclusion and Equal Employment Officer?

Resource for

Helping our employees thrive by

- Fulfilling the mission of our basic principals
- Developing tools that help us work well across differences
- Improving decision making processes to ensure fairness and inclusion
- Increasing diversity in our workforce to better reflect our community

City Basic Principles and Core Values

- Innovation
- Teamwork
- Integrity
- **Inclusiveness**
- Transparency

City Council Priority Goals

- Organizational Diversity, Inclusion and Equity

Organizational Values

- Providing Quality Service
- **Encouraging Accessibility, Open Communication and Participation in Decision Making**
- **Seeking and Celebrating Diversity**
- **Developing an Environment of Mutual Trust, Fairness, Sensitivity and Dignity**
- Promoting Confidence in the Individual Capabilities and Cooperation Throughout the Organization
- **Adapting to the Changing Circumstances of the Community**



What is equity?

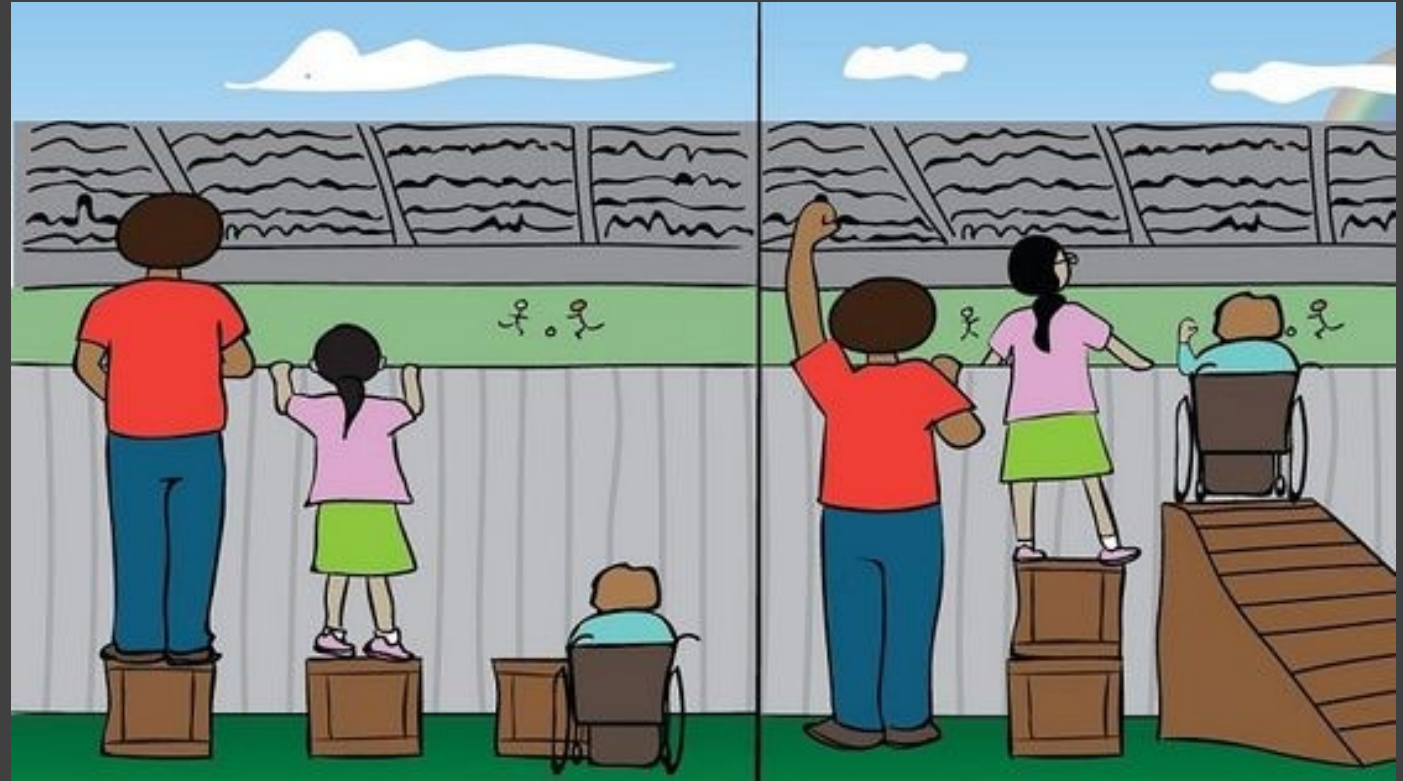
Equity 2.0 includes defining universal goals that apply to everyone and utilize targeted strategies to address the unique barriers faced by differently situated groups.

Equity 2.0 is an approach to create Belonging.

Special thanks to john a. powell from
Othering & Belonging Institute



EQUALITY DOES
NOT ACHIEVE
EQUITY
AND
EQUITY ALONE
DOES **NOT**
ACHIEVE
BELONGING



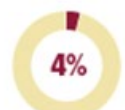
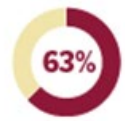


**Data from the
Planning
Department
General Plan
Update Process**
Thank you

SANTA ROSA DEMOGRAPHICS IN 2018



SONOMA COUNTY DEMOGRAPHICS IN 2018



WHITE

HISPANIC OR
LATINX
(OF ANY RACE)

ASIAN OR
PACIFIC
ISLANDER

BLACK OR
AFRICAN
AMERICAN

ALL OTHER
RACES

Sources: American Community Survey 5-Year Estimates,
2014-2018; Strategic Economics, 2020.

SOCIAL AND ENVIRONMENTAL JUSTICE: COMMUNITY HEALTH INDICATORS (per 100,000 population)

STROKE-RELATED DEATHS



38
SANTA ROSA

35
CALIFORNIA

MENTAL HEALTH PATIENTS



10.6%
SANTA ROSA

6.1%
CALIFORNIA

SUBSTANCE ABUSE DISORDER PATIENTS

.9%
SANTA ROSA

.6%
CALIFORNIA



FOOD ENVIRONMENT INDEX*

8.5%
SANTA ROSA

8.9%
CALIFORNIA

ASTHMA PATIENTS



7.1%
SANTA ROSA

4.9%
CALIFORNIA

LIFE EXPECTANCY

79
SANTA ROSA

82
CALIFORNIA



*County-wide data (from 0 to high of 10) that includes distance to grocery store or supermarket, locations for healthy food purchases, and cost barriers to accessing healthy food.

Why does equity matter? What does institutional racism look like in our own community?

Portrait of Sonoma County

See also

- Los Cien Sonoma County Latino Family Scorecard
https://www.loscien.org/wp-content/uploads/2019/10/Latino-Scorecard-2-pager_English-FINAL.pdf
- United Ways of California Real Cost Measure Sonoma County Profile
https://public.tableau.com/shared/9HG83CGBH?:display_count=yes&:origin=viz_share_link&:showVizHome=no

BOX 2 CONTINUED A Tale of Two Neighborhoods

CENTRAL BENNETT VALLEY

Total Population

3,563

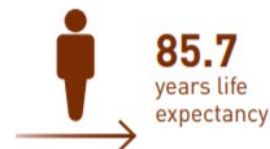
Ratio of Men to Women

.93 : 1
Man Woman

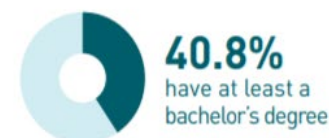
Race/Ethnicity



HEALTH



EDUCATION



SHEPPARD

Total Population

5,742

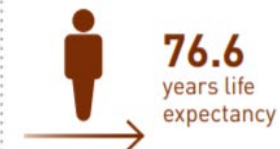
Ratio of Men to Women

1.11 : 1
Men Woman

Race/Ethnicity



HEALTH



EDUCATION



WHAT WE DO, AS THE CITY, MATTERS FOR THE OVERALL HEALTH OF OUR COMMUNITY



directly



indirectly



Also from the Planning Department General Plan Update Process

Thank you



WE HAVE THE POWER
TO MAKE A
DIFFERENCE ...AND WE
NEED TO UNLOCK OUR
ABILITY TO DO THAT

So, what
does this
mean to us?

- Unlocking the full potential of each one of us
 - Creating a culture of belonging
 - Cultivating innovation and creativity
 - Welcoming diversity of people, lived experiences, ways of thinking



WORKING WITH THE SEED COLLABORATIVE

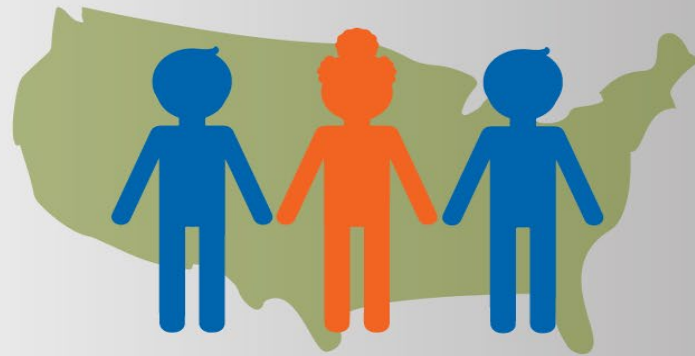
City Equity Plan, Police Equity Plan, Fire Equity Plan

EQUITY 2.0

TARGETED UNIVERSALISM



Universal
Approach



Targeted
Universalism



Targeted
Approach

Seed Process

Group Facilitation



City

City Equity Task Force
(CETF)

Inclusive group of City stakeholders, including representation from Dept Mgrs/Directors, unions, admin staff, program staff, POC, LGBTQ, etc.



Police

Equitable Policing Task
Force (EPTF)

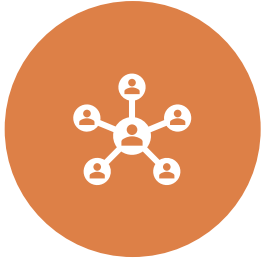
Inclusive group of Police stakeholders, including representation from Captains/LTs, unions, admin staff



Fire

Fire Equity Task Force
(FETF)

Inclusive group of Fire Dept stakeholders, including representation from Captains/LTs, unions, admin staff



INCORPORATING DEBA
(DIVERSITY, EQUITY,
BELONGING, AND
ACCESS) IN OUR
ECOSYSTEM



RESPONDING TO THE
WORLD AND THIS
COMMUNITY THAT IS
CHANGING EVERY DAY



TRAINING
OPPORTUNITIES



DATA
COLLECTION



OPPORTUNITIES
TO PARTICIPATE



STRENGTHENING
EQUITY SR

What comes
next as the
City?

You are invited to

Take an active role in making everyone feel that they belong through art- what is seen and experienced

Take an active role in disrupting the power structures- whose decisions? Whose voices?

Take an active role in increasing representation. Who are the creators? Whose visions are we bringing to life?

Proclaim your commitments. Use language to document and institutionalize your changes.

Use the emerging City equity tools to shape your work including Equity Principles, Equity Priority Communities and others