



APPROVING A PROFESSIONAL SERVICES
AGREEMENT WITH SEED COLLABORATIVE, LLC,
IN PARTNERSHIP WITH THE PERCEPTION
INSTITUTE, TO PROVIDE CONSULTING
SERVICES IN THE DEVELOPMENT OF A CITY
EQUITY PLAN

City Council Meeting
December 15, 2020

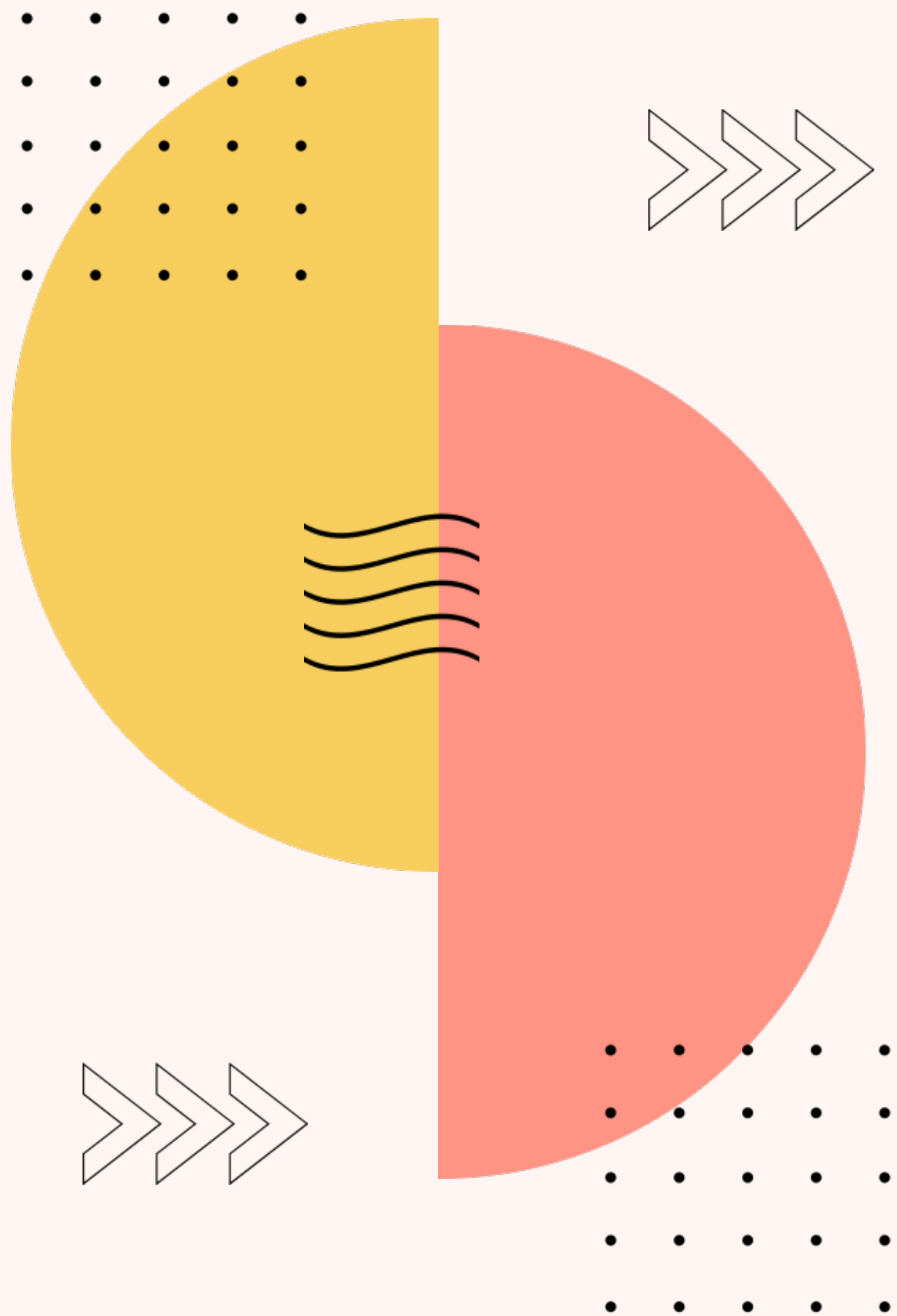
Amy Reeve, Human Resources Director
Human Resources Department

Summary

- This resolution approves Seed Collaborative to provide consulting services that support the development of a City Equity Plan, a Fire Department Diversity in Recruitment Strategy Plan, and an Equitable Policing Plan. All three Plans focus on advancing a more equitable, inclusive, and diverse City, SRFD and SRPD.

Selection and Presentation

- Following a review of submitted RFP's, presentations by and interviews with two finalists, and after contacting references provided by Seed Collaborative, the selection committee has determined that Seed Collaborative provides the best strategy for developing and introducing meaningful City equity goals.
- Here to present from Seed Collaborative is:
 - Evan Holland
 - john a. powell
 - Paul C. Hudson



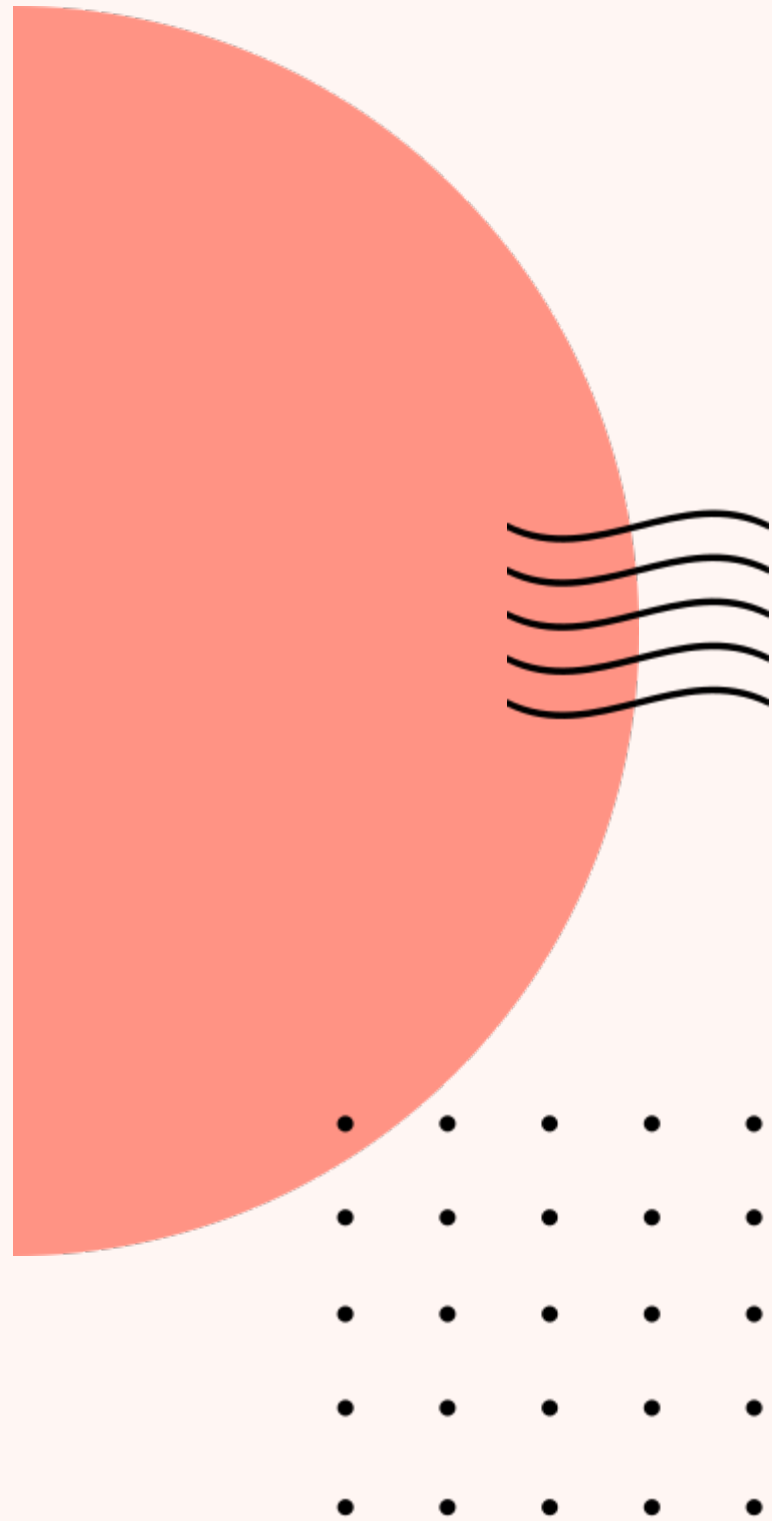
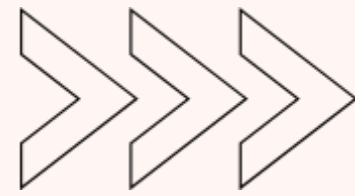
Interview Committee Presentation

Monday, November 16, 2020

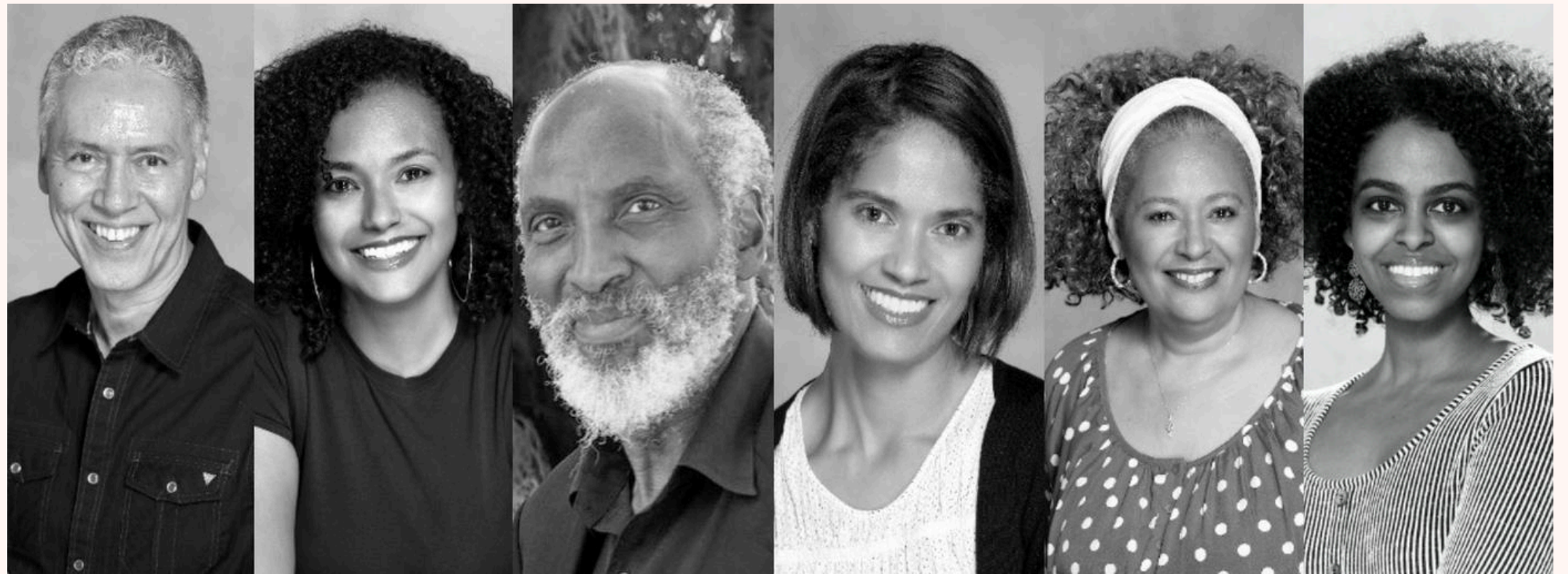
Presented by: Seed Collaborative

Presentation Overview

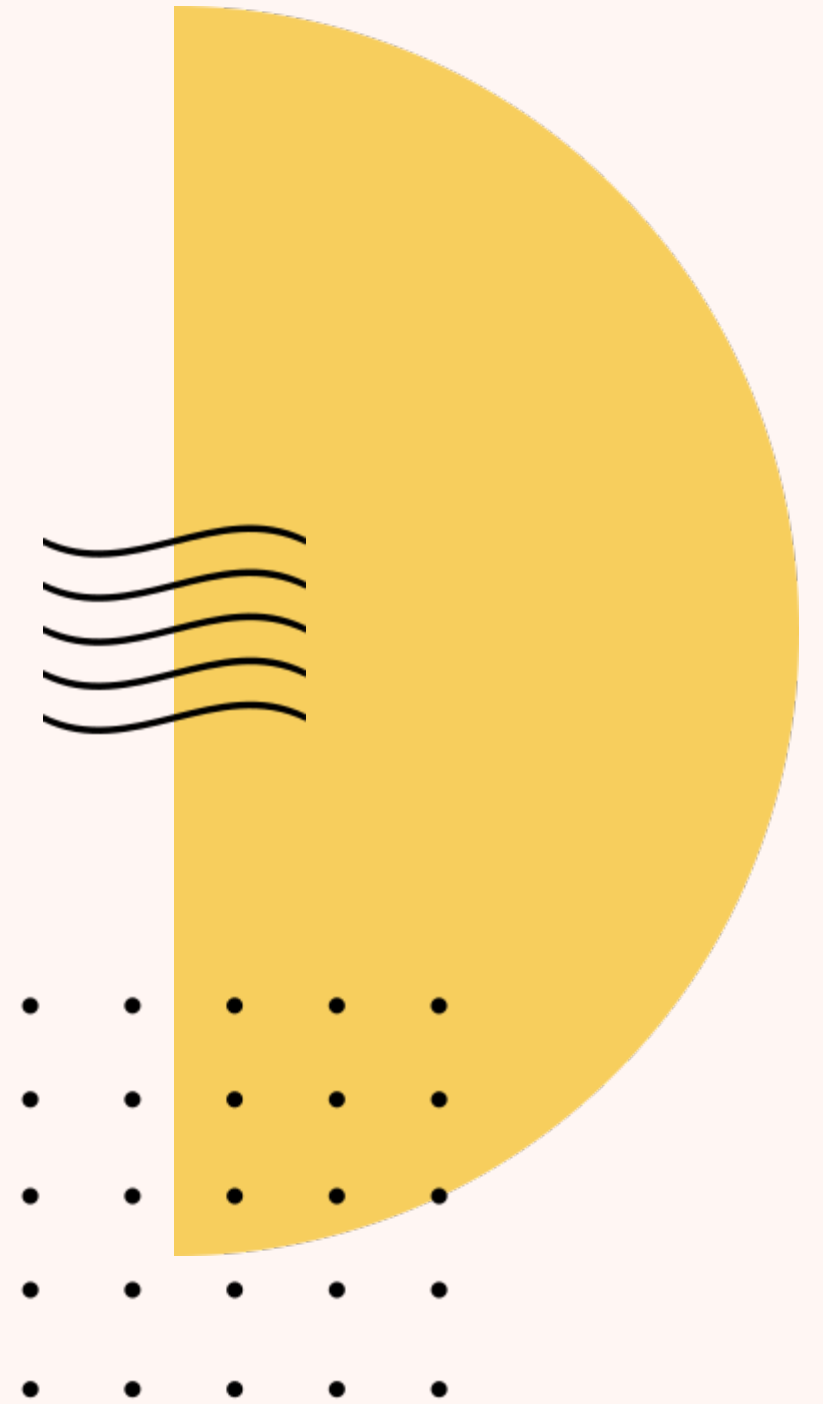
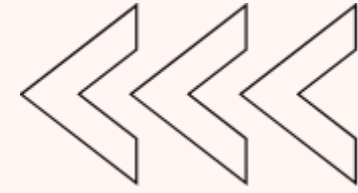
- Introduction to Seed Collaborative
- Approach & Scope of Work
 - Approach
 - Due Diligence
 - Facilitation
 - Equity Plans
- Timeline



Introduction to Seed Collaborative



Approach



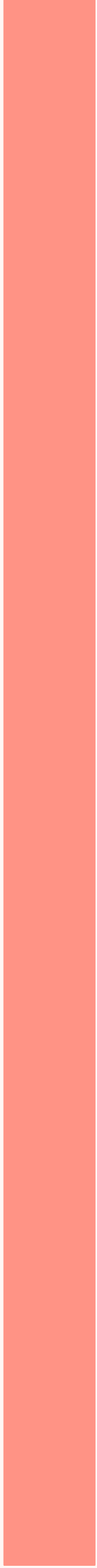
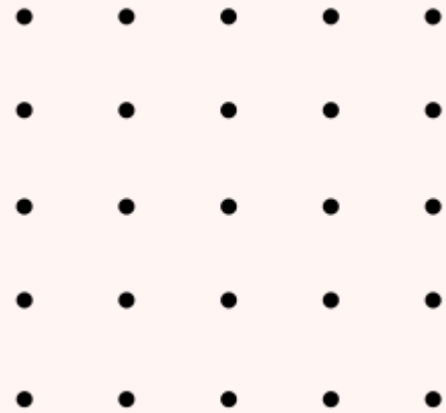
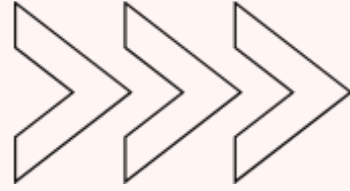
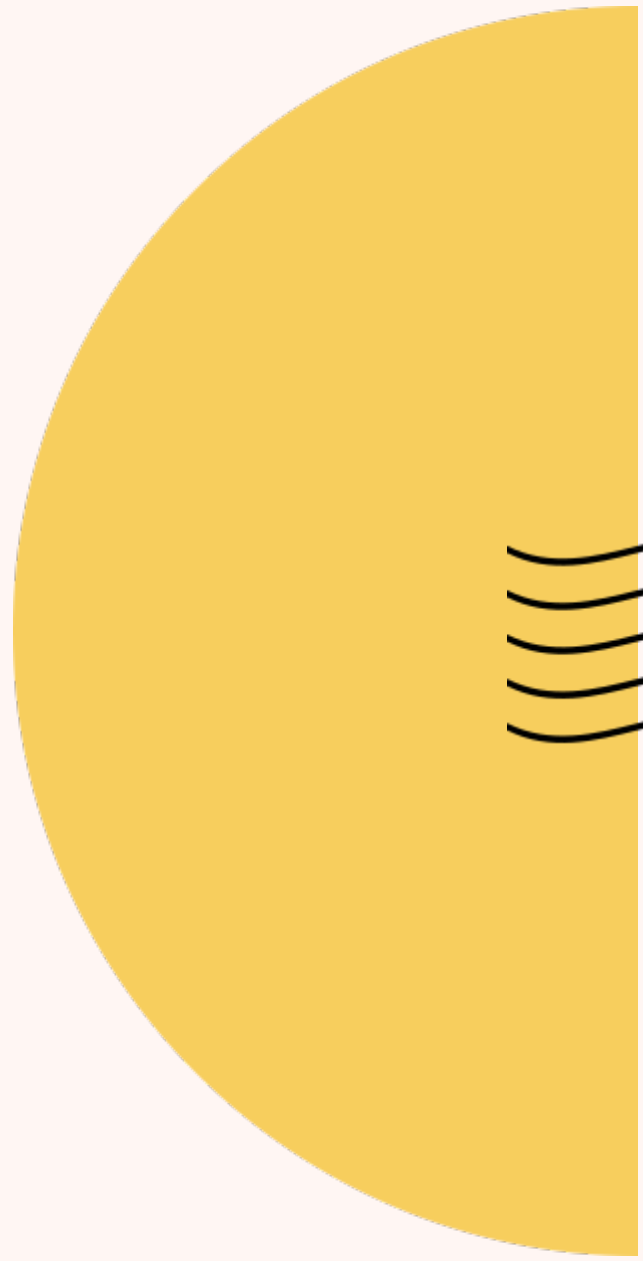
Targeted Universalism

EQUITY

- Focuses on marginalized groups
- Goal is to close disparity gaps between marginalized groups and favored group
- Strategies target marginalized group to move them to the favored norm
- Focus on supporting individuals and fail to transform systems
- Often practiced as scarcity of resources and creates “Breaking”—anger, resentment and complaints of preferential treatment can fracture

EQUITY 2.0

- Universal goal
- Targeted strategies to move everyone to the universal goal, while acknowledging that people are situated differently
- Considers how structures impact achieving universal goal
- Focus on structures
- Facilitates “Bridging” and Belonging



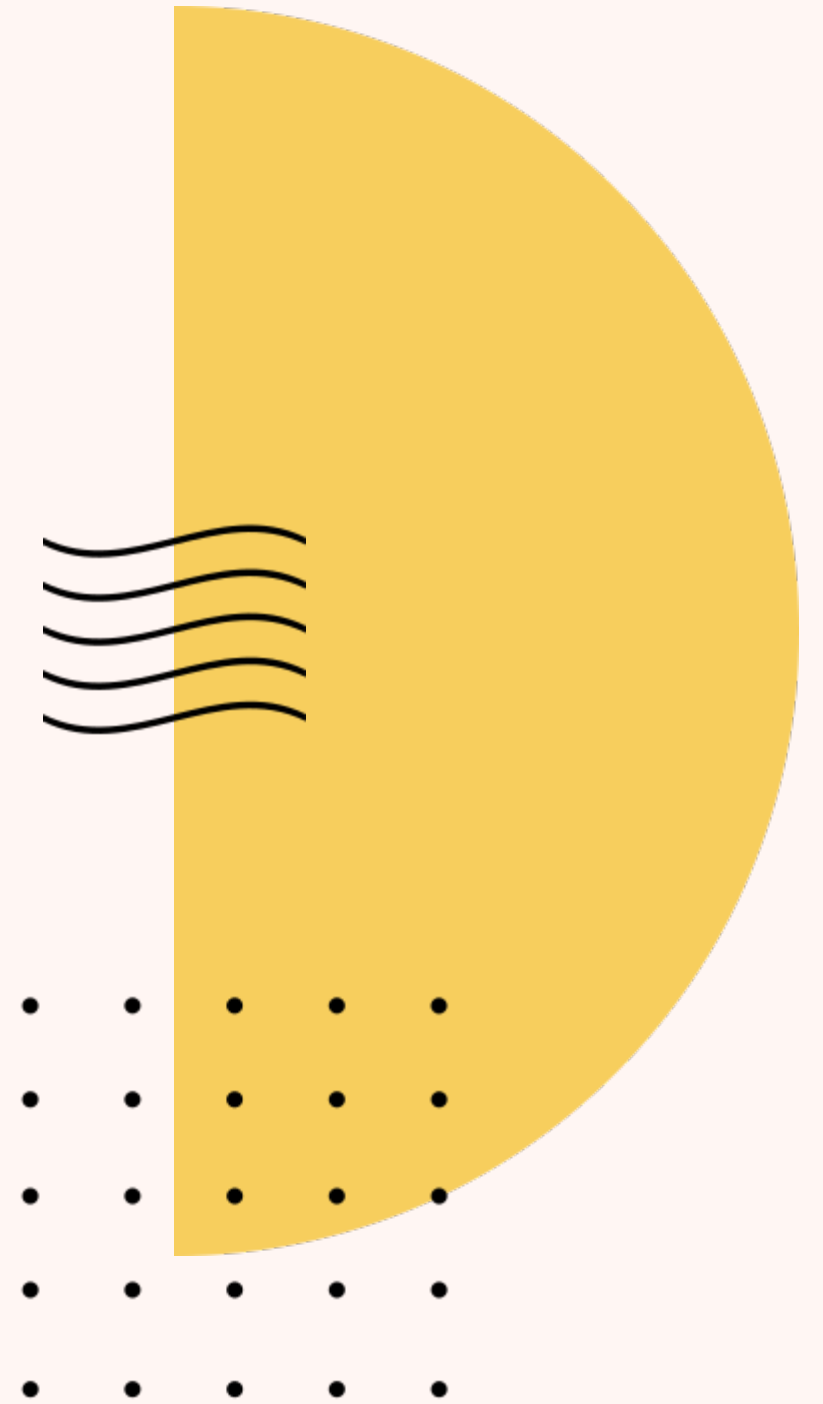
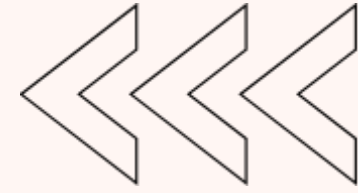
Due Diligence

Due Diligence

Due diligence is a practice and process used at the beginning of the engagement to assess the policies, practices, programs, structures, cultures, and norms of the City. Due diligence activities include:

- Interviews
- Surveys
- Focus Groups
- Document review
- Research – “best practices” and “next practices”

Facilitation



Facilitation

Facilitation is the second step in Consultant's process. Group facilitation is an important component of the engagement process because it provides another vehicle to:

- Receive feedback
- Ensure group buy-in
- Create a sense of ownership of the process and outcomes
- Build trust among the members and with the Consultant
- Establish a platform to reach consensus decisions.

Consultant strongly believes in consensus decision-making and an inclusive review process as important factors in creating sustainable solutions and change.

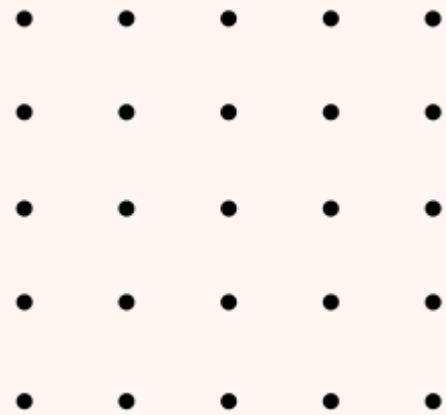
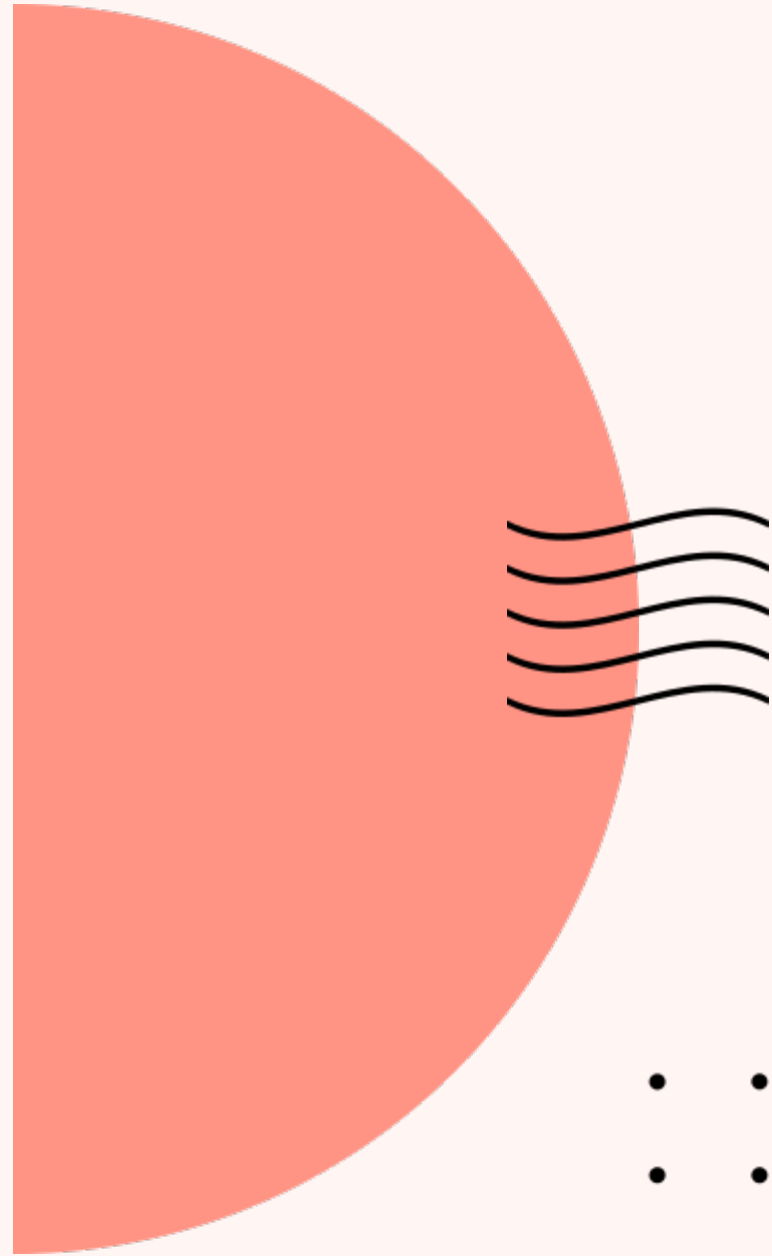
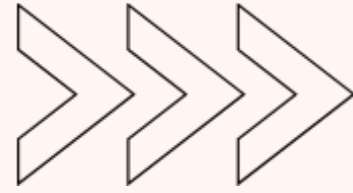
Facilitation Activities

Given the City's desire for a citywide equity plan that includes policing and fire department recruitment, Consultant recommends:

- Establishment of a city-wide Equity Work Group (EWG) composed of critical city stakeholders, including community representation¹, that works with three targeted taskforces made up of staff and community representatives with area expertise and interests.
 - City Equity Taskforce: Review & evaluate City policies, practices and structures
 - Equitable Policing Taskforce: Review & evaluate police policies, practices and structures
 - Recruitment/ Diversity Taskforce: Review & evaluate recruitment practices with a focus on the SRFD

Facilitation Activities & Support

- It is assumed that the Taskforces will make recommendations concerning policies, practices, strategies and structures to the EWG and that the EWG will forward accepted recommendations to the City Council and city departments as required for approval and implementation.
- Consultant will staff and support the EWG and Taskforces. Such support includes preparing agendas, facilitating group sessions, providing presentations and reports, and recording notes and summaries of meetings.
- Consultant, in partnership with the EWG, will be responsible for ensuring alignment of values and goals and collaboration and coordination of efforts between the EWG and Taskforces.



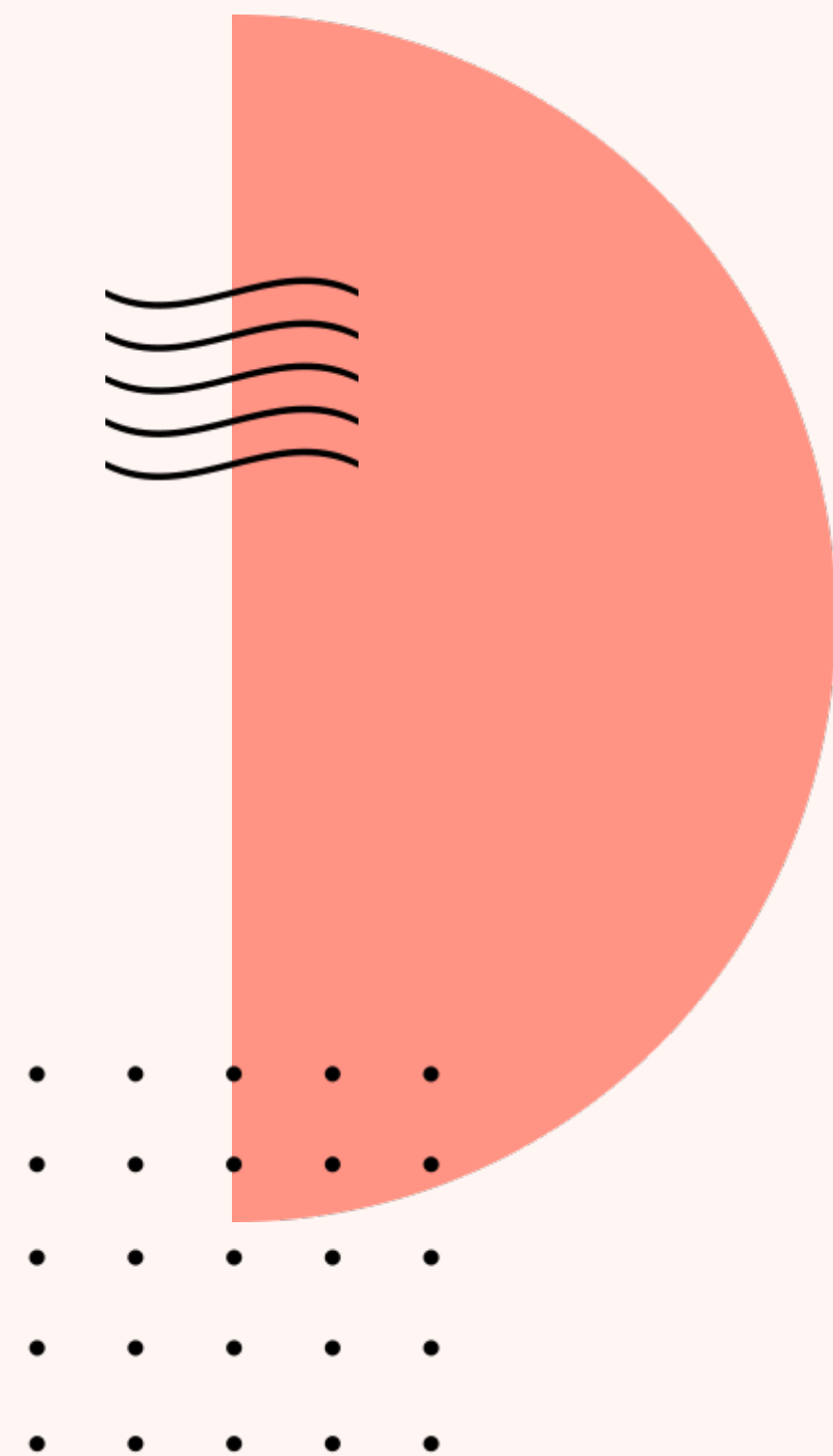
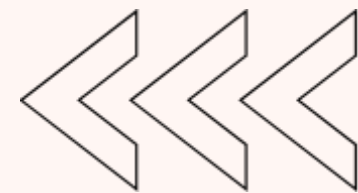
Equity Plans

Equity Plans

Consultant will prepare a City Equity Plan, an Equitable Policing Plan and a Recruitment/ Diversity Plan that are informed by due diligence findings and analysis, work product of the Taskforces, and EWG recommendations. The Plans will include:

- Specific strategies and recommendations
- Community engagement plan for community input and feedback
- Recommended measurement and evaluation tools
- Proposed implementation work plan and timeline

Timeline

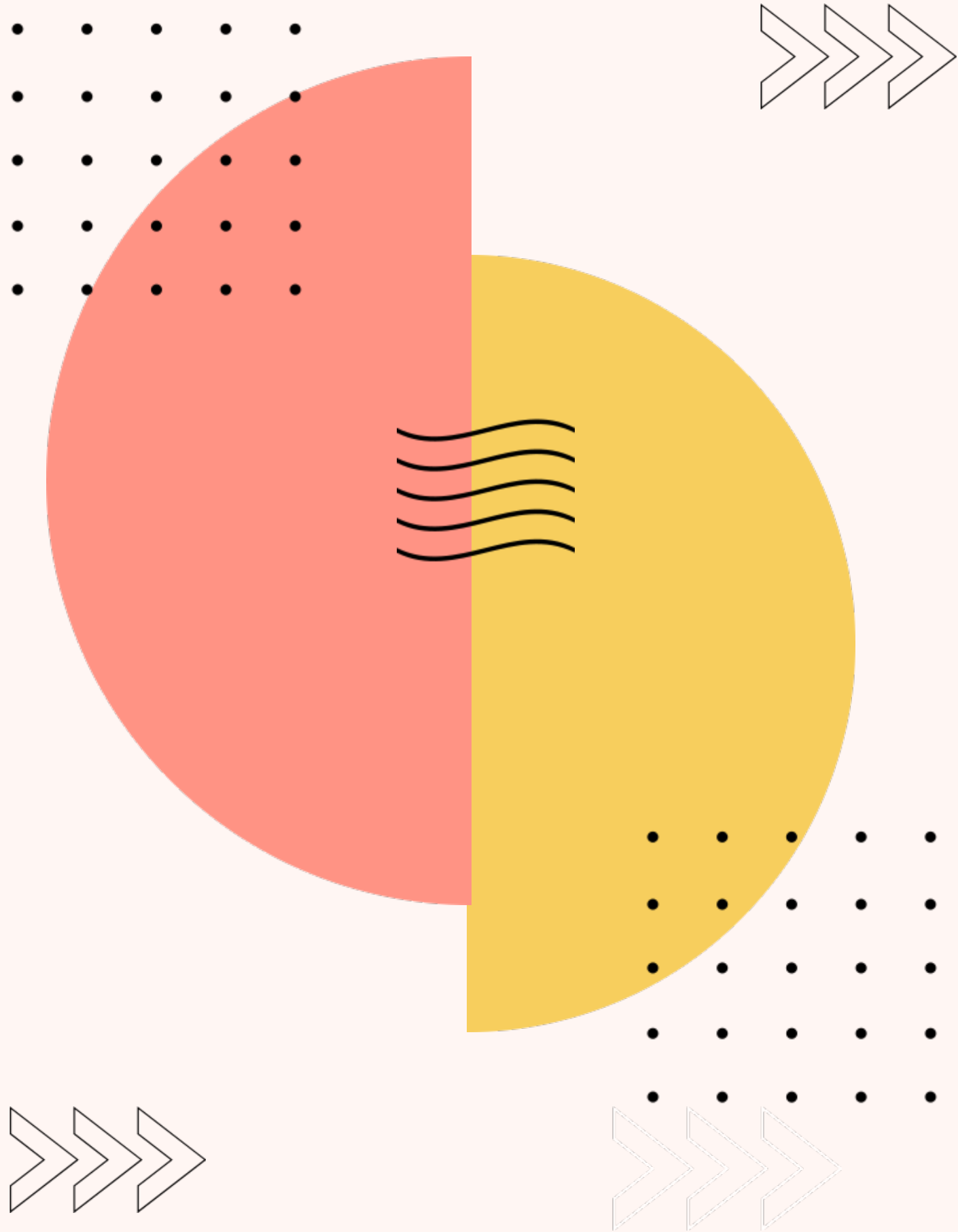


Timeline

- Due Diligence Jan 2021–June 2021
- Facilitation July 2021–Dec 2021
- Equity Plans Dec 2021–Jan 2022

Questions





Thank you!

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323.574.2800

Fiscal Impact

- Funds for services to be provided in FY 2020/2021 in the amount of \$402,680 are not included in the adopted General Fund budget and will be appropriated from the unassigned fund balance.

Recommendation

- It is recommended by the Human Resources Department that the Council, by resolution, approve a Professional Services Agreement with Seed Collaborative to provide consulting services in the development of a City Equity Plan.

QUESTIONS?