

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: AMY REEVE, DIRECTOR OF HUMAN RESOURCES  
HUMAN RESOURCES DEPARTMENT

SUBJECT: SEED COLLABORATIVE EQUITY PLAN

AGENDA ACTION: STUDY SESSION – DIVERSITY, EQUITY, INCLUSION &  
BELONGING PLANS

---

This Study Session will provide an update on the City-wide diversity, equity, inclusion and belonging (DEIB) strategy, facilitated by SEED Collaborative, and presentations of the three Equity Plan deliverables and discuss the next steps in continuing to uplift DEIB across the City.

---

EXECUTIVE SUMMARY

In support of the Tier 1 Priority, the City Council's goal of Diversity, Inclusion, and Equity, the City embarked on creating an equity plans with support and subject matter expertise from SEED Collaborative. SEED provided leadership to three equity task force committees and several sub-committees, developing recommendations for a Citywide Equity Plan (CEP), a Fire Department Diversity in Recruitment Strategy Plan (RSP) and an Equitable Policing Plan (EPP). This study session presents these plans and the recommendations that uplift diversity, equity, inclusion and belonging.

BACKGROUND

In December 2020, the City Council selected SEED Collaborative to serve as the consultant in creating three equity plans to uplift diversity, equity, inclusion and belonging and guide the City forward. The three plans outlined above culminate the work and the recommendations of three distinct task force groups for Fire, Police, and the City.

PRIOR CITY COUNCIL REVIEW

On June 8, 2021, and October 26, 2021, SEED Collaborative updated Council on the work plan status. A Citywide employee survey was created, conducted and analyzed,

and the initial findings based on the survey data were shared with the Council and the community during the June update.

At the October update, SEED Collaborative provided a status of the work plan and briefly reported on the three task forces that had begun their work and were at various stages in the process.

Finally, on March 15, 2022, a study session was held to provide a progress update related to the diversity plans and the work of the three task forces and subcommittees.

## ANALYSIS

This study session will provide an overview of the City's DEIB strategy, led by SEED Collaborative, who will present the final three equity plans alongside staff representatives and the corresponding recommendations for Council. Although SEED has led us through the initial recommendation and equity plan development, the implementation phase has not begun.

The three Equity Plans are the result of countless hours of thought partnership, collaboration, input, and feedback by our employees through individual interviews, focus groups, surveys, and group processes. The Plan represents the consensus decisions of employee work groups to institutionalize workforce diversity, inclusive decision-making models that incorporate principles of co-creation and shared leadership, centering DEIB as core values for the City, and advancing policies, practices, procedures, and structures that support employee well-being and belonging.

The three equity plans, and corresponding recommendations, are grounded by commitments that target foundational change and uplift a culture of belonging across the City. The commitments are:

- Dedication to the principles of diversity, equity, inclusion and belonging that drive innovation, productivity, employee well-being, improved community relations and trust, and an enhanced sense of belonging for all employees.
- Establishment of sustainable universal goals achieved through targeted engagement, outreach, and communication strategies to reach diverse constituents, attract qualified candidates, and bridge with City departments and Santa Rosa communities and residents.
- Institutionalize DEIB practices, policies, and approaches so that change does not depend on current leadership or any individual.

The presentation will explain the work of the focus groups and provide a high-level overview of the recommendations.

SEED COLLABORATIVE EQUITY PLAN UPDATE  
PAGE 3 OF 3

The implementation phase is not included in the scope of this work but next steps will include the development of a Citywide VIBE (Voices for Inclusion, Belonging and Equity) Committee, to prioritize and begin the work identified through the recommendations in the equity plans.

FISCAL IMPACT

There is no new fiscal impact. Earlier budget cycles appropriated the funds that support the current SEED Collaborative contract.

ENVIRONMENTAL IMPACT

None

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – City-wide Equity Plan
- Attachment 2 – Fire Department Diversity in Recruitment Strategy Plan
- Attachment 3 – Equitable Policing Plan

CONTACT

Amy Reeve, Director of Human Resources, [Areeve@srcity.org](mailto:Areeve@srcity.org), 707-543-3070