

City of Santa Rosa Equity Plan Project Update

*Presented by: Seed Collaborative
Tuesday, June 8, 2021*



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City of Santa Rosa Equity Plan

Introduction to Seed Collaborative



- Seed Collaborative is a people of color-owned and led consulting firm that supports initiatives that advance a more equitable and sustainable world
- Seed's two primary practice areas are Equity 2.0 and Organizational Development
- Seed consultants have extensive experience working with community-based organizations, as well as local governments

Santa Rosa Seed Team

Paul Hudson



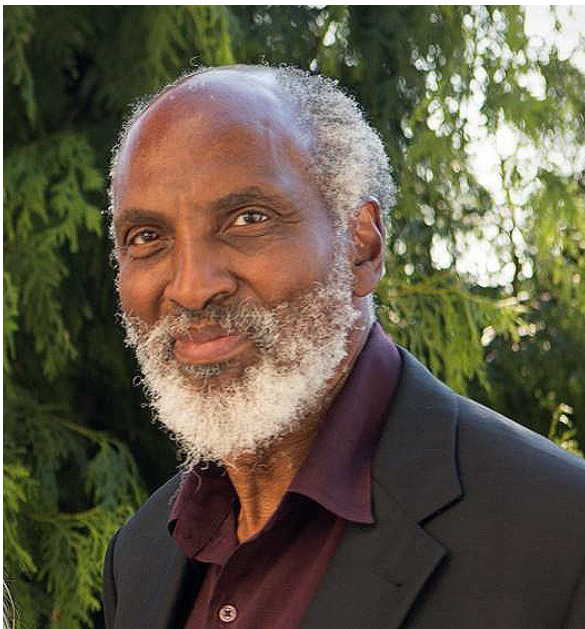
Co-founder of Seed &
Lead Consultant
Past President & CEO
of Broadway Federal
Bank, Black bank
serving South Los
Angeles
BA & JD degrees from
UC Berkeley

Evan Holland



Co-founder of Seed
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BA, UC Berkeley, MA,
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Co-founder of Seed &
Director of the
Othering & Belonging
Institute and
Professor of Law UC
Berkeley, author-
Racing to Justice

Simone Basail



Account Manager

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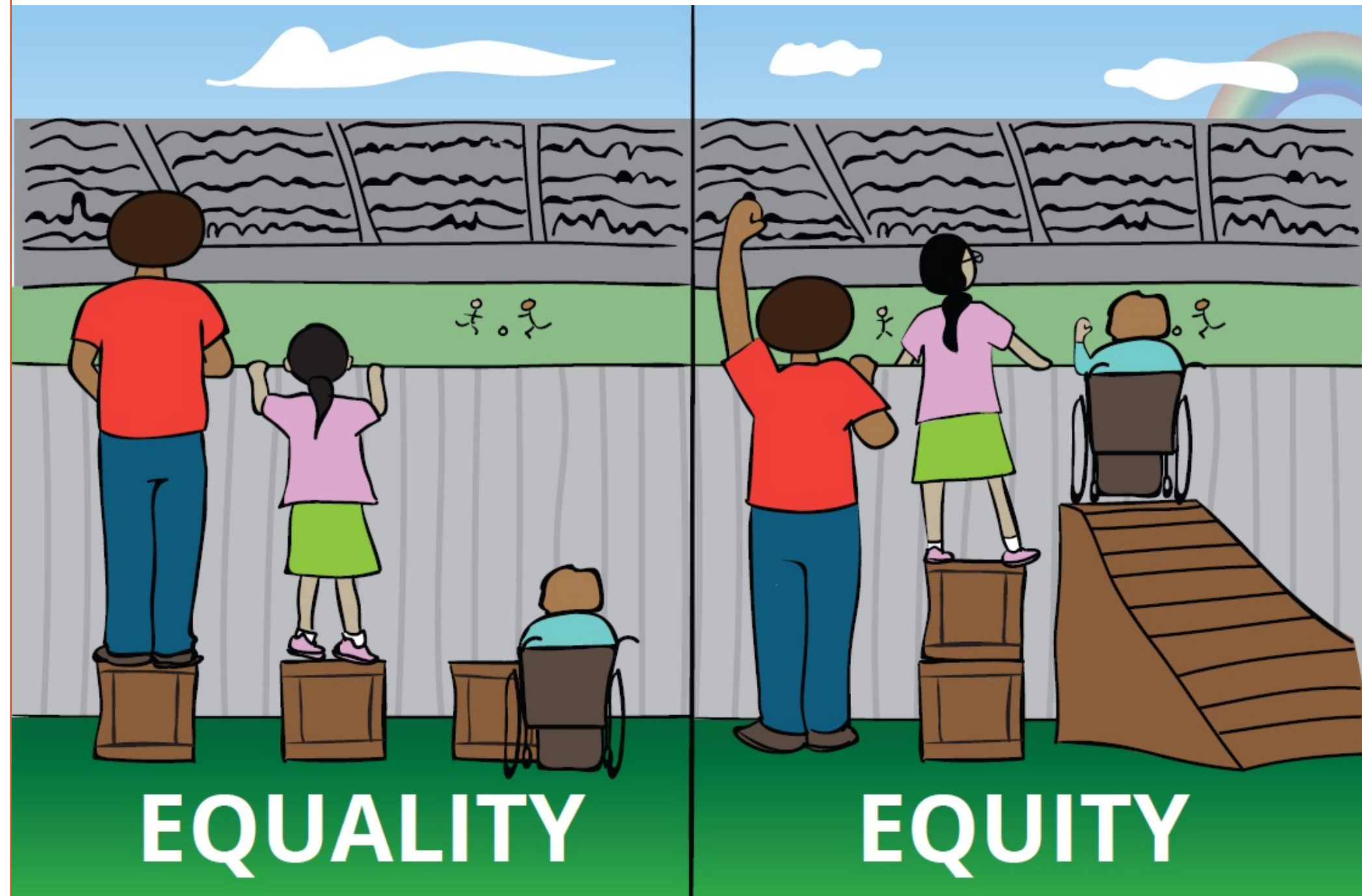


Administrative
Director

DEI Approaches

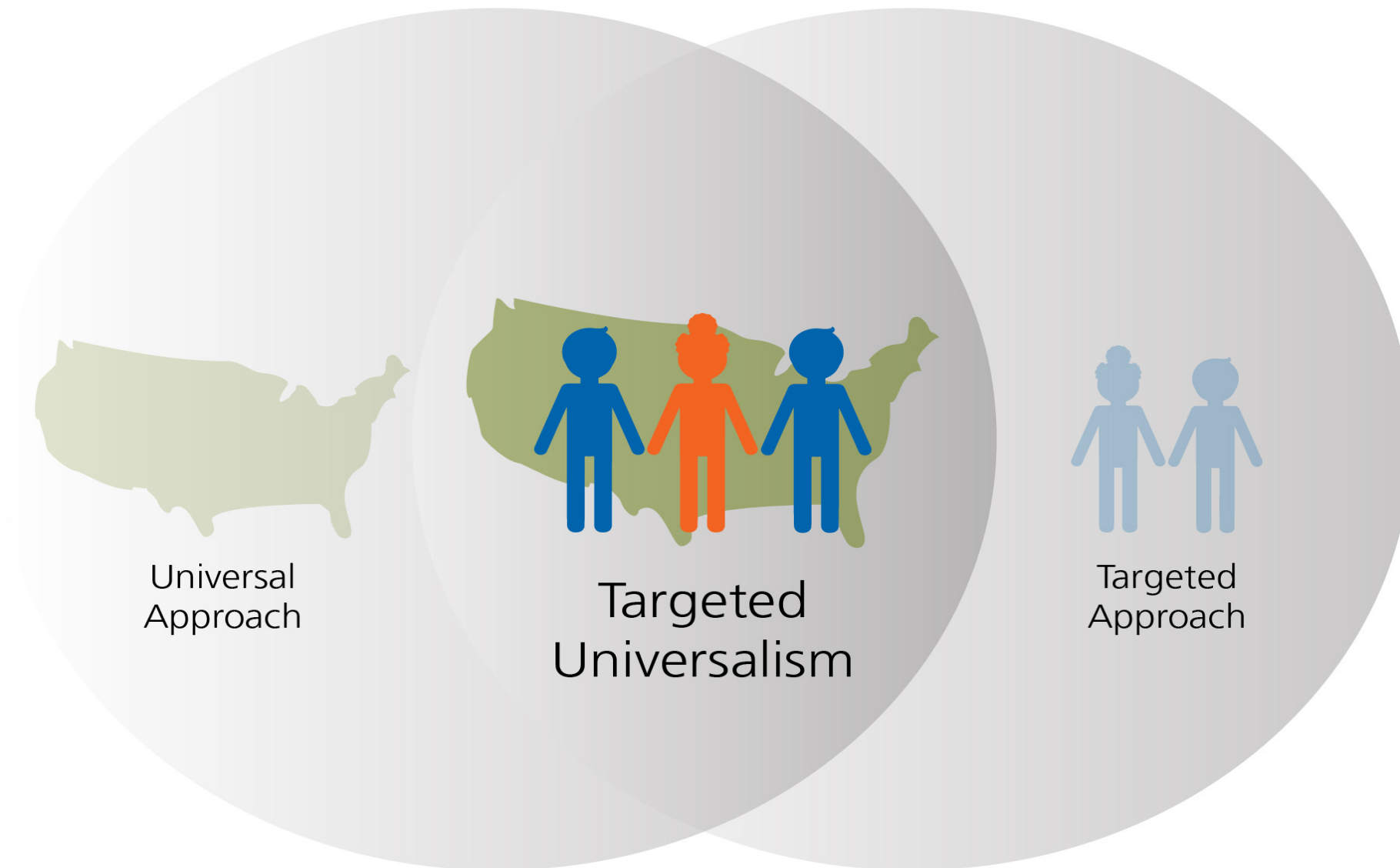
*Targeted
Approaches
VS.
Universal
Approaches*

Diversity, Equity, and Inclusion



Seed's Approach

Equity 2.0 – Targeted Universalism



Seed's Approach

Targeted Universalism

- *TU is a framework that establishes universal goals that are not just about closing disparities, that utilize targeted strategies to address structural and cultural barriers faced by different segment groups*
- *TU rejects using exclusively universal or exclusively targeted strategies in addressing problems. Instead, TU says that problems can best be addressed if we establish universal goals for everyone and put targeted approaches in place to address the needs of different segment groups*
- *TU is about **bridging** and **belonging***



Seed's Approach

Bridging & Belonging

[Video on Bridging and Belonging](#)



Seed Collaborative, LLC

Santa Rosa

DEI Project Work Plan

Objective 1: Orientation

- Orientation meetings with City Executive team
- Formation of Project Team

Objective 2: Due Diligence

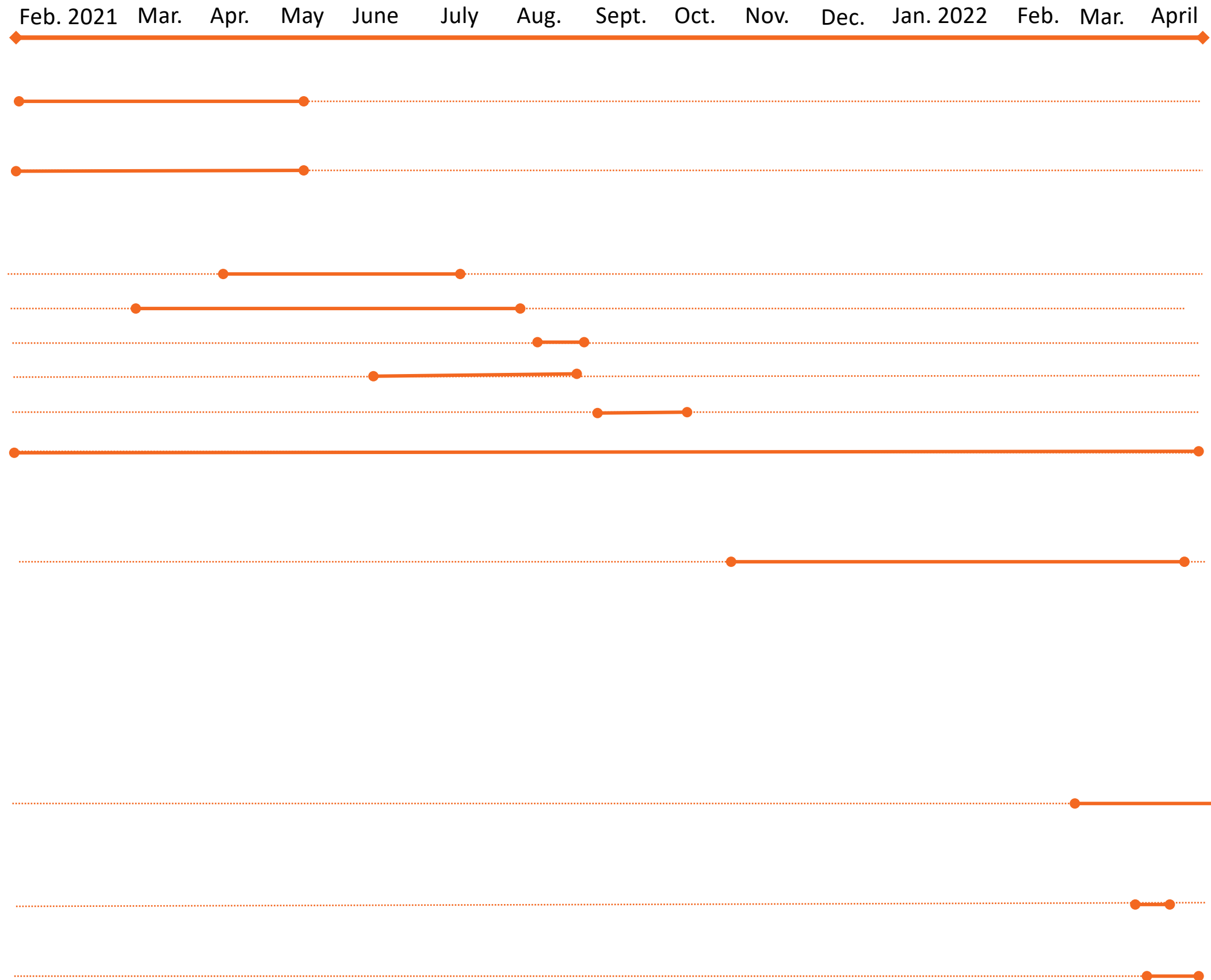
- Internal document and policies review
- Perform desk research
- Administer survey
- Conduct interviews and focus groups
- Distill, code and analyze data
- Regular update meetings w/Project team

Objective 3: Facilitation

- Facilitate and staff 3 task forces:
 1. Recruitment / Diversity Task force (RDTF)
 2. Equitable Policing Task Force (EPTF)
 3. Equity Task Force (ETF)

Objective 4: Equity Plans

- Prepare drafts of Recruitment Strategy Plan (RSP), Equitable Policing Plan (EPP), City Equity Plan (CEP)
- Facilitate discussions of plans w/Project team
- Finalize RSP, EPP, and CEP



Seed Process

Due Diligence

Interviews, Surveys, and Focus Groups



Interviews will provide insight into attitudes, structures, practices, organizational culture, strengths, challenges, desired outcomes, opportunities for innovative change, and greater understanding of the organization's DEI competencies. They also allow for sharing of process information and responding to questions.



Surveys provide a useful tool that allow for a much larger sampling of personnel and other stakeholders regarding attitudes, beliefs, and opinions with respect to organizational culture, TU competency and capacity



Focus groups allow for a larger sampling of attitudes and perceptions of stakeholders and help Seed to clarify and understand DEI issues. Focus groups also provide a forum for affinity groups to speak freely, such as union reps, people of color, seniors, community activists, etc.

Seed Process

Due Diligence

Document Review and Research



Seed will perform a document review of City documents, such as strategic plan, HR policies and procedures, community engagement programs, etc. The document review helps provide an assessment of the current DEI issues.



Seed conducts research to uplift applicable case studies and best and next practices. Research findings are used to support recommended strategies and solutions.

Project Process



Group Facilitation

- Provides a vehicle to receive Client feedback, ensure group buy-in, create a sense of ownership of the process and outcomes, build trust among the members and between members and Consultant, and provides a platform to reach consensus decisions
- Consensus decision-making and an inclusive review process are important factors in creating sustainable solutions and change
- Seed will facilitate inclusive groups of City, Police and Fire Equity Task Forces charged with reviewing due diligence findings, developing shared goals, establishing priorities, and reviewing and approving strategies and solutions

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

Project Status & Update

- *Formation of City Project Equity Team – HR Director, DIEE Officer, ER Mgr*
- *Bi-weekly meetings with Project Team*
- *Interviews completed with Council members, leadership staff, Police Chief and Fire Chief*
- *Seed has begun work with Community Engagement Director and the Diversity, Inclusion and Equal Employment Officer*
- *Orientation meetings completed with City Project Equity Team, Police Equity Team and the Fire Dept Equity Team*
- *Have finalized list of City interviewees and focus group members*
- *Are in the process of receiving Police and Fire interviewees and focus group members*
- *Seed is working with the Project Team and the City's Chief Communications Officer to develop a communications plan, including a video introducing the Seed team to City employees*

NEXT STEPS

- *Finalize communications plan* June 15
- *Send out all staff communications* June 18
- *Interviews and focus groups* June 21 – Aug 31
- *Conduct survey* Aug 23 – Sept 3
- *Group facilitation* Sept 2021 – Mar 2022
- *CETF* Sept – Feb 2022
- *EPTF* Oct – Mar 2022
- *FETF* Oct – Feb 2022

QUESTIONS & ANSWERS



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