

# City of Santa Rosa



## Legislation Details

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**File #:** 20-0975      **Version:** 1      **Name:** Approval of PSA Seed Collaborative  
**Type:** CC- Report      **Status:** Agenda Ready  
**File created:** 11/24/2020      **In control:** City Council  
**On agenda:** 12/15/2020      **Final action:**  
**Title:** REPORT - RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING A PROFESSIONAL SERVICES AGREEMENT WITH SEED COLLABORATIVE, LLC, TO PROVIDE CONSULTING SERVICES IN THE DEVELOPMENT OF A CITY EQUITY PLAN

**BACKGROUND:** Council has been interested in developing an Equity Plan that is designed to address both the immediate needs of the organization and to provide structures, processes and procedures that continue to reach strategic equity goals. City staff see significant value in Seed Collaborative's data driven, collaborative and consensus- driven process as compared with more traditional strategies for addressing these issues. For instance, efforts that only emphasize internal group changes without focusing reliably on external groups or on bringing all employees to the table in support of a systemic cultural change can be less successful or lasting. In addition, targeted strategies that only focus on equitable treatment of individuals or groups while not improving policies, structures and systems can also fall short in meeting an organization's goals. The advantage of the approach proposed by the Seed Collaborative here is that it is designed to create a partnership with an organization that has a dynamic viewpoint and successful track record in creating systemic culture change with government agencies.

**RECOMMENDATION:** It is recommended by the Human Resources Department that the Council, by resolution, approve a Professional Services Agreement with Seed Collaborative, LLC, Inglewood, California, in an amount not to exceed \$402,680.00, to provide consulting services in the development of three plans, including a 1) a City Equity Plan that supports equitable structures, policies and practices, 2) a Fire Department Diversity in Recruitment Strategy Plan that supports diversity and equity in recruitment, and 3) an Equitable Policing Plan designed to further improve community-police relations and protect citizens and officers.

**Sponsors:** Human Resources  
**Indexes:** Not a Project  
**Code sections:** 15378 - Not a Project  
**Attachments:** 1. Staff Report, 2. Resolution, 3. Exhibit A, 4. Presentation

Date	Ver.	Action By	Action	Result
12/15/2020	1	City Council	to waive reading of the text and adopt	Pass