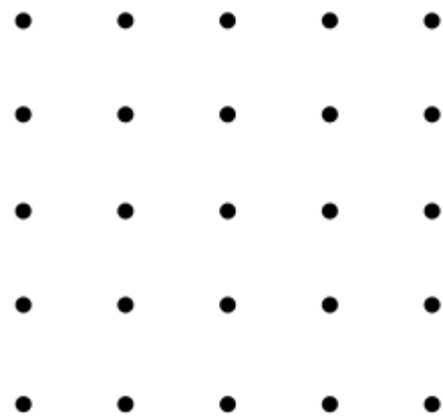
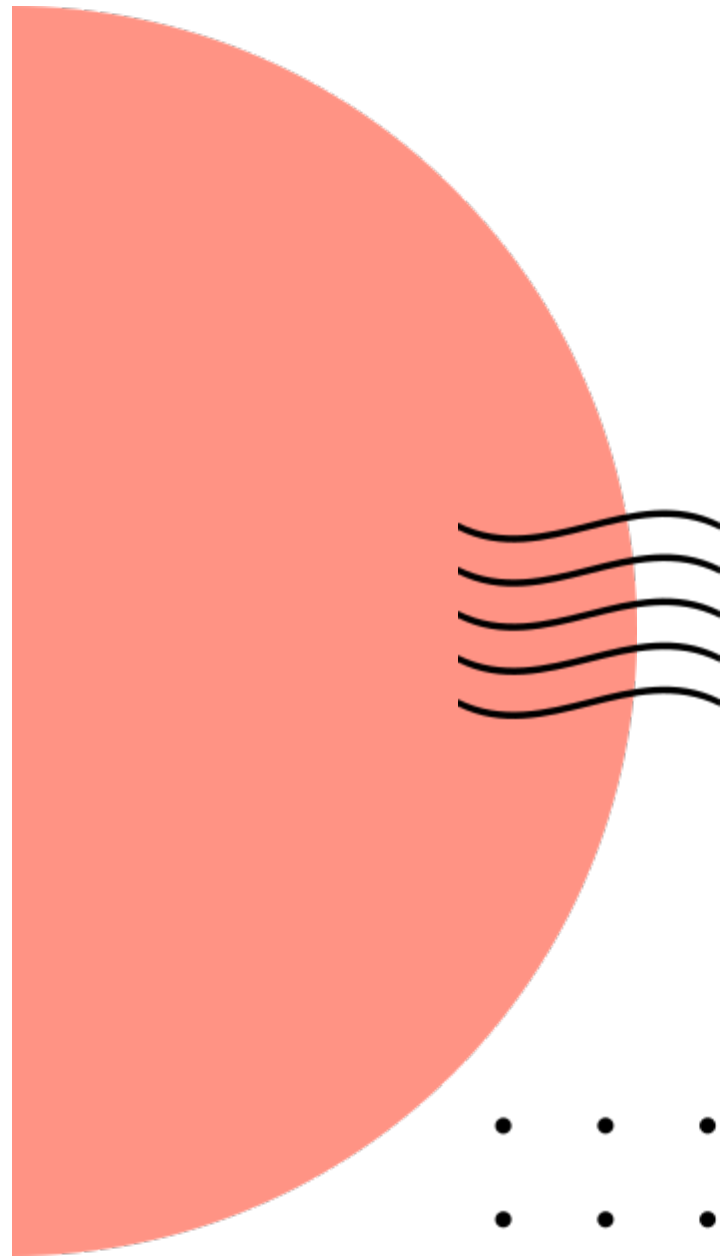
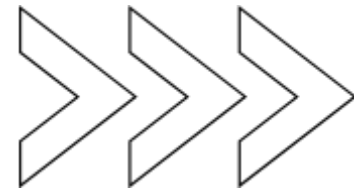


# City Council Presentation

## *Diversity, Equity & Inclusion* Project Update

Monday, May 17, 2021  
Presented by: Seed Collaborative



# Agenda

- **Work Plan**
- **Due Diligence Update**
- **DEI Work Group Chart**

# Seed Collaborative, LLC

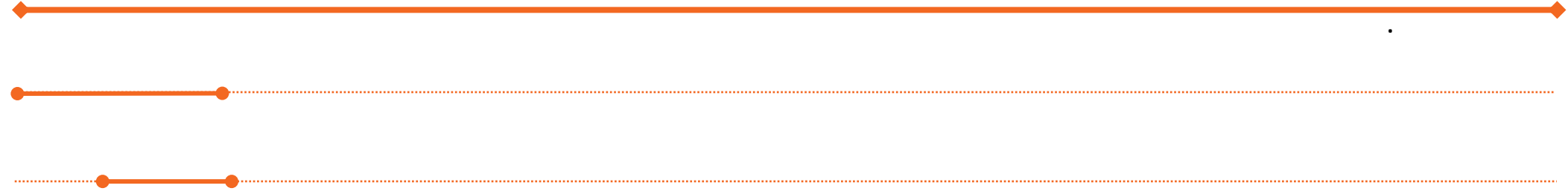
## San Leandro

### DEI Project Work Plan

Dec. '20   Jan. '21   Feb.   Mar.   April   May   June   July   Aug.   Sept.   Oct.   Nov.   Dec.   Jan. '22

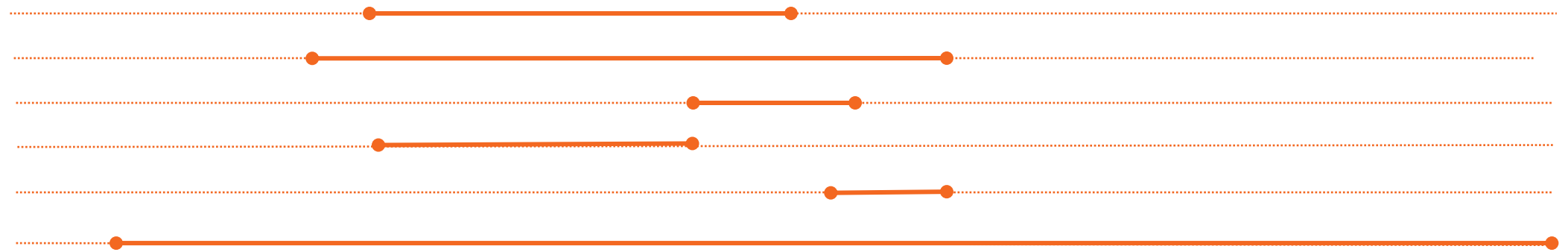
#### Objective 1: Orientation

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



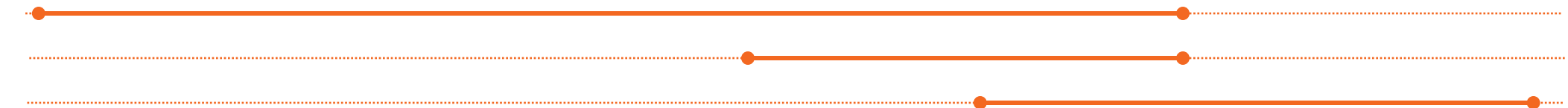
#### Objective 2: Due Diligence

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



#### Objective 3: Facilitation

- Facilitate 3 groups:
  1. Internal Race Equity Team (RET)
  2. Community Equity Task Force (CET)
  3. Equity Work Group (EWG)



#### Objective 4: Equity Plans

- Prepare drafts of Equity Plan
- Review drafts with EWG
- Finalize Equity Plan

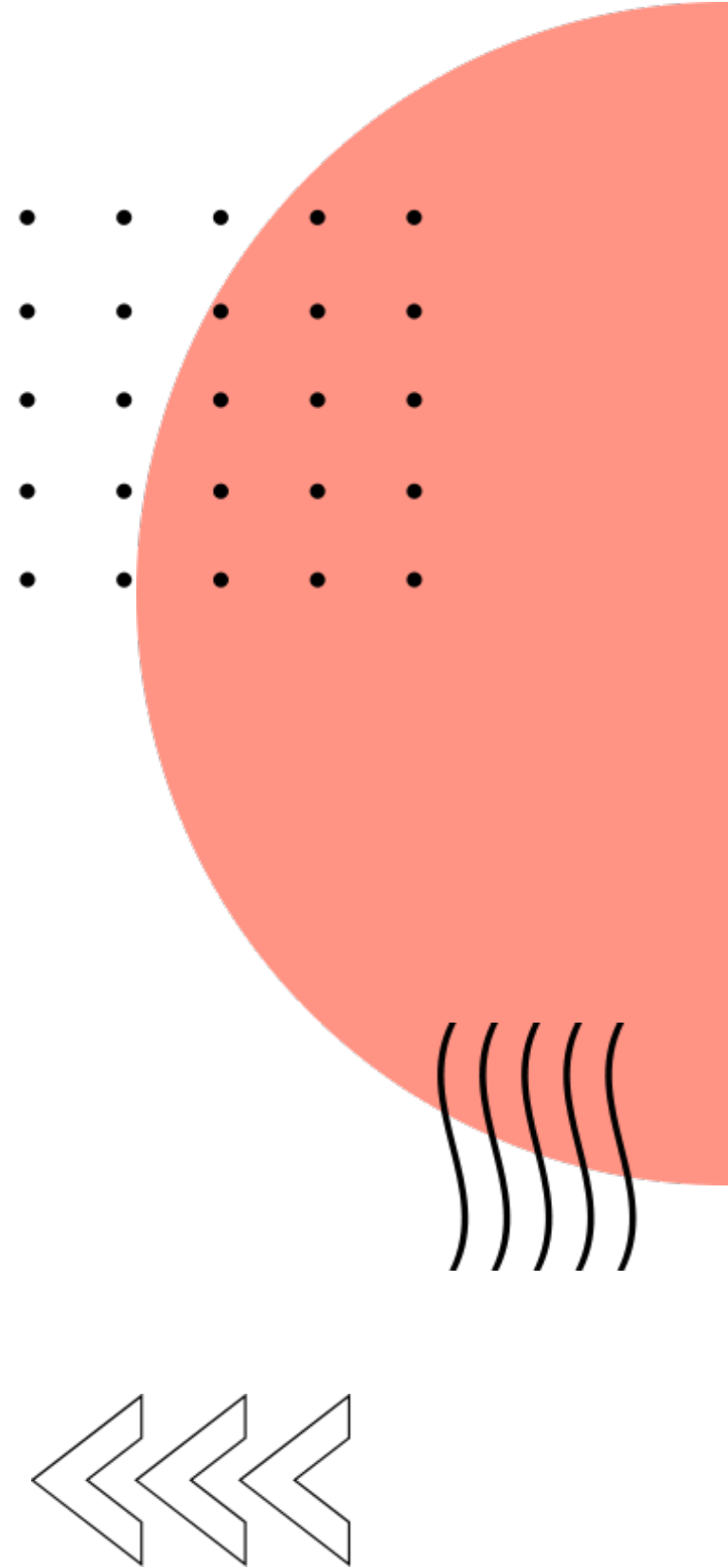


# Due Diligence Update



# Individual Interviews

- 7 Council Members
- 9 Staff Members
- 6 External Stakeholders



# Focus Groups

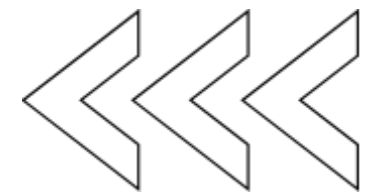
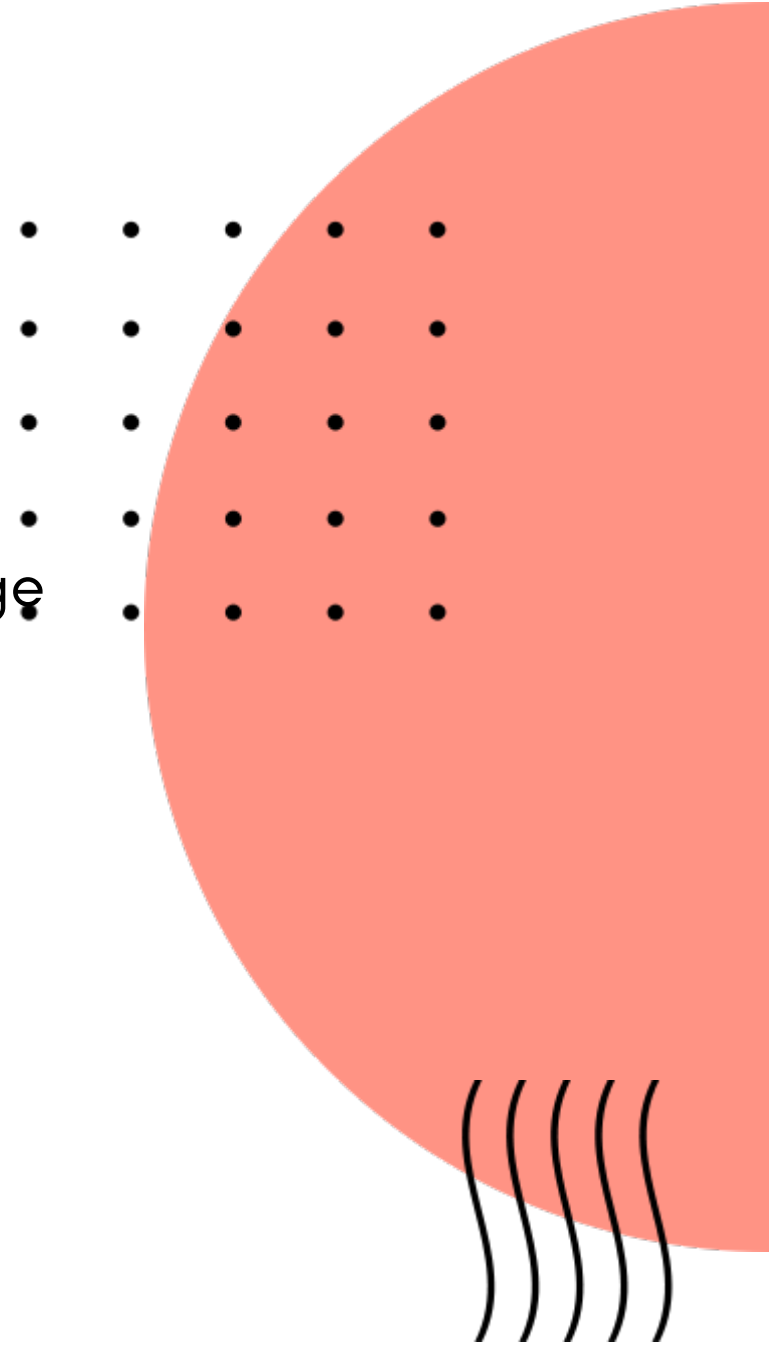
- **8 Community/Sector Focus group sessions**
  - 2 Groups Community Activists/Advocates
  - Police SMEs
  - Unsheltered Volunteers/Advocates
  - Latin X Activists/Advocates
  - Disability Advocates
  - Asian Constituents
  - Faith-Based Members
- **4 Staff Focus Groups**
  - 2 Groups Internal Race Equity Team Members
  - Police department representatives
  - City Department Managers

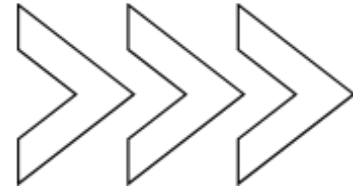




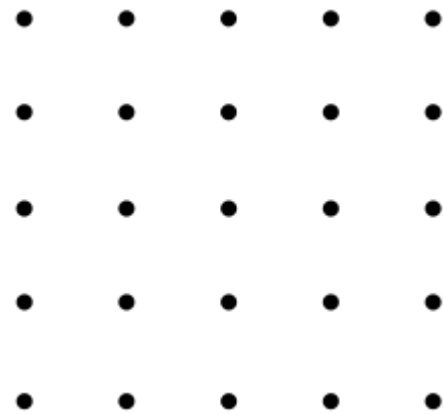
# Survey

- **Plan design**
  - Video intros from Community leaders and City leadership, including Council members to encourage response
    - Each week different person introduces survey
    - Pen and paper survey distributed through CBOs
    - Community outlet drop off sites
  - Use combination of social media ad buys and online research panels targeted by San Leandro zip codes and other online resources (Example: Next Door, Facebook, YouTube)
- **Share survey draft** with Project team
- **Distribute** survey via online link for period of 4 weeks
  - Options for residents that are not tech literate
  - Distribute in English, Spanish and Chinese





# DEI GROUP APPROACH & PROCESS





# Seed's Facilitation Approach/Process

## Establish Equity Work Group(s)

### Purpose of equity work group(s):

- Provide feedback
- Discuss and recommend solutions
- Generate a sense of ownership
- Build trust in the process and consultants
- Reach consensus-based decisions

### Selection criteria:

- Inclusive
- Commitment of time
- Open to different perspectives and opinions

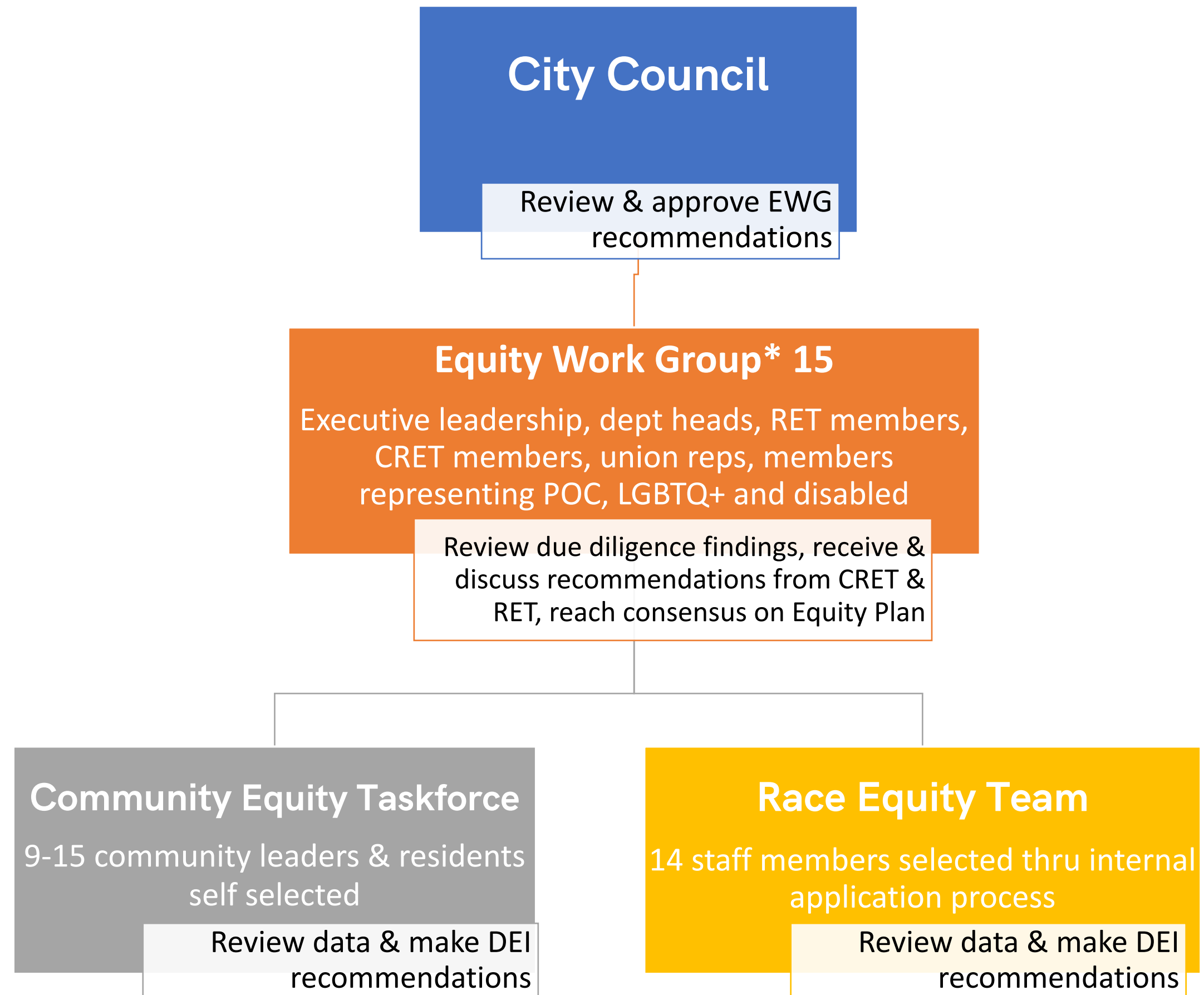
### Process/Logistics

- Meet at least monthly
- Confidentiality
- May require sub-work groups on specific DEI areas, e.g., HR



# DEI GROUP PROCESS

## Work Group Chart



\*Selected by San Leandro management team and intended to be inclusive/representative



# Equity Work Group

- Equity Work Group (EWG) selected by internal Project Team with advice and counsel from Seed
  - Project Team-City Mgr, Asst City Mgr, HR Mgr, Communications Mgr
- EWG responsibilities:
  - Receive recommendations from the Internal Race Equity Team and the Community Race Equity Taskforce
  - Receive due diligence findings and analysis
  - Discuss barriers, challenges and opportunities
  - Agree on solutions, recommendations
  - Review and recommend Equity Plan





# Internal Race Equity Team

- Originated Dec. 2020
- Includes 14 Internal City Staffers
- Collaborates monthly with Seed
- Has created requests for information, data and process questions
- Responsible for providing recommendations to Equity Work Group
- Next steps
  - Organize areas of focus, e.g., community engagement/schools, human resources, equity issues
  - Establish working subgroups to receive data and develop recommendations requests for information, data and process questions







# Community Race Equity Taskforce

- Seed to request 9-15 volunteers to serve on Community Taskforce based on interviews and focus groups
- Interview and focus group participants generated by referrals from City Council members, City staff and community members
- Taskforce to decide the issues that they want to see addressed
- Provide recommendations to the EWG
- Open public meetings (Brown Act)



# Project Work for next 3 months

- Convening bi-monthly (twice/month) meetings with City leadership
- Prepare due diligence findings & analysis
- Facilitate at least monthly meetings with IRET
- Facilitate at least monthly meetings with CRET
- Convene EWG

# Questions





# Thank You!

Paul Hudson  
[paul@seedcollab.com](mailto:paul@seedcollab.com)  
323.574.2800

Tara Taylor  
[tara@seedcollab.com](mailto:tara@seedcollab.com)

Thomas Tseng  
[thomas@seedcollab.com](mailto:thomas@seedcollab.com)

Simone Basail  
[simone@seedcollab.com](mailto:simone@seedcollab.com)