



## Legislation Details (With Text)

**File #:** 20-531      **Version:** 1      **Name:** SR - Approve Contract with SEED Collaborative, Inc.

**Type:** Staff Report      **Status:** Filed

**On agenda:** 12/7/2020      **In control:** City Council

**Enactment date:**      **Final action:** 12/7/2020

**Enactment #:**

**Title:** Staff report for a City of San Leandro City Council Resolution Approving and Authorizing the City Manager to Execute a \$227,500 Consulting Services Agreement with SEED Collaborative, Inc., in Partnership with the Perception Institute, to Assist with the Creation of a City of San Leandro Equity and Race Advisory Committee, Development of an Equity Plan; and Approve Appropriation of \$175,500 from the General Fund Undesignated Fund Balance to Operating Account 010-12-020-5120 in Fiscal Year 2020-21

**Sponsors:** Liz Warmerdam

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
12/7/2020	1	City Council	Received and Filed	Pass

Staff report for a City of San Leandro City Council Resolution Approving and Authorizing the City Manager to Execute a \$227,500 Consulting Services Agreement with SEED Collaborative, Inc., in Partnership with the Perception Institute, to Assist with the Creation of a City of San Leandro Equity and Race Advisory Committee, Development of an Equity Plan; and Approve Appropriation of \$175,500 from the General Fund Undesignated Fund Balance to Operating Account 010-12-020-5120 in Fiscal Year 2020-21

### SUMMARY AND RECOMMENDATIONS

On November 2, 2020 SEED Collaborative provided a presentation to the City Council regarding its proposed scope of work to assist in the creation of a City of San Leandro Equity and Race Advisory Committee and to provide facilitation services and development of an Equity Plan. After discussion, the City Council directed staff to bring back a contract for approval.

Staff recommends City Council approve the City Manager to execute a \$227,500 consulting service agreement with SEED Collaborative, Inc., and to approve appropriation of \$175,500 from the General Fund Undesignated Fund Balance to operating account 010-12-020-5120 to supplement current funds available for this agreement in Fiscal Year 2020-21.

### BACKGROUND

On June 1, 2020, the City Council voted unanimously to create an Equity and Race Advisory Committee (Advisory Committee) consisting of community members that would advise the Council on matters related to Race and Equity in San Leandro.

On November 2, 2020, the City Council heard a presentation from SEED Collaborative regarding its scope of work and directed staff to bring back a contract for approval.

SEED Collaborative supports organizations that are working to create equitable and sustainable communities using the concept of “*Targeted Universalism*”. Targeted Universalism entails establishing a universal goal and recognizing that to accomplish that goal, we must acknowledge that, as a result of structural inequities, different groups of people are situated differently within society. As a result, there will be different pathways of reaching the agreed upon goal.

SEED’s proposal is in partnership with the Perception Institute, a consortium of researchers, advocates, and strategists who use research on race, gender, ethnic, and other identities to develop solutions that reduce bias and discrimination and promote belonging.

## ANALYSIS

SEED proposes to begin its work through interviews, surveys, focus groups, and a review of City policies and procedures to understand the landscape of the City and the way in which City services are provided. They propose to conduct individual interviews with City Council members, senior staff, union leadership, and other internal and external stakeholders such as houses of worship, formal/informal non-governmental organizations and other member groups that represent San Leandro. Additionally, they propose to conduct surveys to allow for a larger sampling of individuals and stakeholders regarding attitudes, beliefs, and opinions on the impact of identity on the work of the City. Their work will also include focus groups to allow for more in-depth conversations to give different segment groups the opportunity to share input together, such as people of color, union representatives, LGBTQ staff and community, people with disabilities, residents, and community organization representatives.

Once the initial assessment is complete, SEED will assist the City with forming an Equity Work Group (EWG). This group will review and discuss the due diligence findings, and discuss and decide on structural, policy and practice recommendations.

SEED will provide ongoing consultation, on an as needed basis, to the City’s executive leadership team, including the Mayor, City Council, City Manager, and the Chief of Police regarding the application, interpretation and communication of issues related to equity, Targeted Universalism, and belonging. They will serve as a thought partner with the City’s executive leadership team and the Chief of Police to respond to community interactions, employment barriers and opportunities, and to develop and support proactive actions, strategies and solutions.

Finally, SEED proposes to prepare a City Equity Plan (Plan) that includes the due diligence findings and analysis and EWG approved recommendations. The Plan will include:

1. **Assessment** - A discussion of the assessment of organizational practices, policies, culture, operations, and structures.
2. **Recommendations and Strategies** - Recommendations and strategies will include:
  - A statement of agreed upon universal goal, including a public Equity Statement;

- Targeted strategies to meet the specific needs of critical segment groups that align and drive towards the universal goal;
- Prioritize recommendations and strategies regarding recruitment, hiring, development, promotion and retention, and allocation of resources to support change, among others;
- Strategies to foster collaboration, advance equity, and monitor compliance;
- Policies/Practices that include Diversity, Equity and Inclusion; and
- Training.

**3. Community Engagement** - Recommendations will include ways in which to promote transparency, encourage engagement and generate buy-in. This section will include steps to ensure community engagement with the Plan and will suggest and support communications regarding the Plan.

**4. Implementation** - The Plan will include a work plan and timeline for next steps in implementing the Plan. It will also include systems and tools to monitor compliance with the Plan, evaluate performance, and make course corrections.

Although work around equity and race is an on-going effort, it is expected that the beginning of this dialogue and formal portion of this work will take approximately one year. Although it is likely that a staff member(s) will be tasked to assist with this work, SEED has indicated that it will provide the majority of its own staffing.

### **Committee Review and Actions**

On June 24, 2020, the City Council Rules Committee discussed the Equity and Race Advisory Committee. No formal action was taken.

### **Fiscal Impacts**

The cost of this proposal is \$220,000, plus an additional \$7,500 for expenses, should travel restrictions be lifted and in-person meetings permissible.

### **Budget Authority**

It is recommended that the City Council appropriate \$175,500 from the General Fund Undesignated Fund Balance to supplement current available funding in fiscal year 2020-21 in the following accounts:

City Council Consulting (010-11-010-5120)	\$17,000
CMO Contingency (010-14-015-8355)	\$35,000
<u>General Fund Reserves transfer to (010-12-020-5120)</u>	<u>\$175,500</u>
<b>Total</b>	<b>\$227,500</b>

### **Attachment to Legislation**

Agreement with SEED Collaborative and the Perception Institute

**PREPARED BY:**

Liz Warmerdam, Assistant City Manager