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Title: Staff Report Authorizing Amendments to the San Leandro Municipal Code Section 1-3, to Reflect Recommendations of the Multicultural Ad Hoc Committee

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Staff Report Authorizing Amendments to the San Leandro Municipal Code Section 1-3, to Reflect Recommendations of the Multicultural Ad Hoc Committee

SUMMARY AND RECOMMENDATIONS

The City Council formed the Multicultural Ad Hoc Committee on October 17, 2016 to explore the possibility of creating a Multicultural Commission to ensure inclusivity, community and diversity in the City of San Leandro’s events, programs and activities. The Ad Hoc Committee met six times to determine where San Leandro could enhance programming and services in the community. Upon review of current programs and activities, the Ad Hoc Committee also recommended updates to the Arts, Human Services, Library-Historical and Senior Commissions and asked staff to return to the full council to incorporate those changes into the San Leandro Municipal Code.

Staff recommends adoption of the resolution and ordinances to implement the recommendations of the Ad Hoc Committee regarding commission charges.

BACKGROUND/ANALYSIS

San Leandro remains committed to inclusiveness and celebrates the City’s diverse population through various events, programs and services. Based on this commitment, the Multicultural Ad Hoc Committee reviewed the City’s multicultural services, programming and events. Upon review, the Committee decided not to form a new Multicultural Commission, instead focusing on areas where potential enhancements could strengthen, expand and support existing activities. In the case of recommended changes to the charges of four City commissions, these enhancements should be reflected in the Municipal Code.

Based on review and discussions of the Ad Hoc Committee, staff was charged with making changes to Board and Commission applications to incorporate multilingual skills, explore ways to reengage Sister and Friendship Cities, and incorporate updates to the “Powers and Duties” of the Arts, Human Services, Library-Historical and Senior Commissions. While staff and the Ad Hoc Committee made changes based on the overviews of these different commissions, staff now brings forward the codified updates that will be reflected in the San Leandro Municipal Code. Redline versions of the Municipal Code changes are attached to each ordinance for reference.

The aforementioned review and subsequent recommendations complete the Multicultural Committee’s assignment.

NEXT STEPS

The attached resolution and ordinances will implement the Ad Hoc Committee’s recommendations regarding City Commission changes. Upon adoption, staff will update applicable materials and web pages to ensure consistency with the new language. Additionally, staff will ensure that the changes are communicated to the Commissions themselves so that the City’s commissioners are fully aware of the changes and the process that led to them and have an opportunity to ask questions.

Additionally, the recommendations below do not require legislative action but have been received in the form of City Council direction to staff:

1. Update commission application to incorporate multilingual skills.
2. Continue to explore new Sister City and Friendship City opportunities
3. Reengage existing Sister and Friendship Cities
 - a. Staff is directed to initiate programs in partnership with the respective commissions that help the community reengage with existing Sister and Friendship Cities, promoting community building, respect and mutual understanding.
 - b. Possible engagement opportunities include:
 - i. Youth virtual café or dinner, in partnership with the Youth Advisory Commission
 - ii. Virtual pen pals
 - iii. Request Art Commission assistance to refresh City Hall art exhibit to focus more on the City’s diversity.
 - c. Sister City Youth Summer Exchange Program
 - c. Staff is directed to attempt to reach out to community members who originally established Sister and Friendship City relationships to explore reengagement.
4. Enhance promotion of City sponsored cultural events including but not limited to social media outlets and the City’s television and YouTube channels.
5. Expand outreach to non-English media outlets including but not limited to radio, television, print and blogs.

Implementation is already underway on many of these initiatives. Staff will continue to provide additional updates to the City Council in the form of a recurring update on communications activities, among other opportunities.

PREVIOUS CITY COUNCIL ACTIONS

- On October 16, 2016, the City Council formed the Multicultural Ad Hoc Committee to discuss the potential formation of a Multicultural Commission
- On December 11, 2017, the City Council held a Work Session to review the recommendations

of the Ad Hoc Committee, ultimately providing direction to staff to implement the Committee's recommendations with only minor edits to some Commission charges.