

DIVERSITY, EQUITY + INCLUSION

community encuentro

indigenous voices of
healdsburg + in lak'ech:
going beyond land acknowledgements

City of Healdsburg Diversity, Equity, and Inclusion Council and Community Workshop

City Manager's Office

October 23, 2023



Recommended Action

- Receive a presentation from staff regarding next steps in moving forward the Diversity, Equity, and Inclusion recommendations provided by Acosta Latino Learning Partnership.

Background

- Council established developing a DEI Plan as a Workplan Goal in April 2021. Acosta Latino Learning Partnership was selected by Council to develop the plan in March of 2022.
- The approved scope of work included three phases. Work took place over the course of a year and included 9 unique community events, staff surveys and interviews, and countless individual conversations across the community.
- The resulting work product, a draft DEI Plan with Recommendations, was presented by ALLP to Council at the August 7, 2023 meeting. The plan is available online in both English and Spanish.
- Council directed staff to hold tonight's workshop to begin looking ahead towards implementing City and Community DEI goals.

Community Encuentros



Photo credit: Rick Tang Photography

Areas of Focus

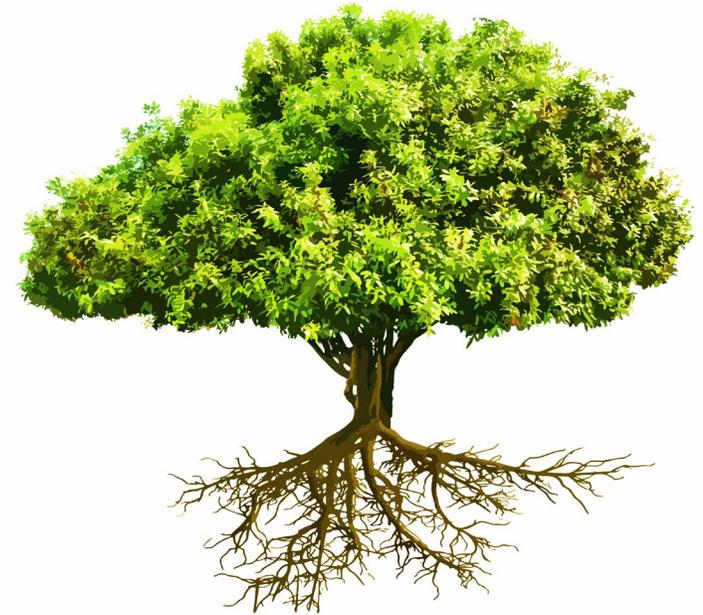
ALLP Plan and
Recommendations

3 Themes:

- Roots
- Trunk and Lower Branches
- Higher Branches and Blossoms

4 Categories:

- Youth
- Labor and Community
- Housing
- Internal



Tonight's Agenda

- Discuss successes along the way
- Share and discuss the CORE team and Police community involvement
- By category, discuss Short Term Steps – items the City can do/start on now or that the City is already doing
- Discuss Longer Term items to consider as part of budget development and Council Goal Setting
- Obtain Community and Council Feedback

Successes Along the Way

- Spanish translation of Council meeting agenda
- Spanish interpretation at Council meetings
- Standardized interpretation services at community outreach meetings along with additional supportive services to encourage more diverse attendance
- Developed an updated hardship waiver form for appealing administrative enforcement decisions
- Joined Los Cien



Photo credit: Rick Tang Photography

Successes Along the Way

- Started dollar pool days during the summer to open up pool access
- Ward Street neighborhood infrastructure and community building.



Photo credit: Christopher Chung

Successes Along the Way

- Housing Element Adoption and workplan
- Tuesday Concert Series and events



Photo credit: Glassell Photography

City of Healdsburg Housing Element Update

The Housing Element of Healdsburg's General Plan shapes housing policy for the next eight years. Take the community survey below and make your voice heard!

TO SCAN: OPEN PHONE CAMERA & TAP CODE



English Español

QUESTIONS? HousingElement@Healdsburg.gov

Ciudad de Healdsburg Elemento de Vivienda

¡Tome la encuesta abajo y aporte su voz sobre las necesidades más grandes de vivienda de Healdsburg!

PARA ESCANEAR: TOQUE LA CÁMARA DEL TELÉFONO

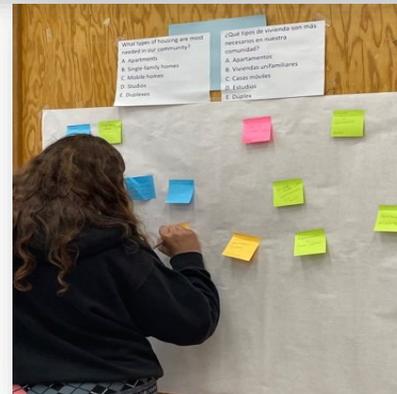


Español Inglés

PREGUNTAS? HousingElement@Healdsburg.gov

Successes Along the Way

Community Housing & Resource Fair



Police Community Oriented Response and Equity Team (CORE)

CORE Policing Team
Launched October 2021

Focus Areas

- Mental Health
- Homelessness
- Social equity related calls for service
- Non-criminal neighborhood complaints
- Family and juvenile related calls





Police Community Involvement

Series of workshops with Corazon Healdsburg and underserved community groups

Food Drive to benefit Healdsburg Food Pantry

LE National Night Out

Local School Presentations

Northern Sonoma County Harm Reduction Coalition

HHS Internship Program



Focus Area 1

Youth

ALLP Recommendations

Youth		
These recommendations are connected to DEI experiences centered on youth.		
Recommendation Item	Priority Level	Action
DEI Educational Experiences	Short Term	The City of Healdsburg will organize educational events for local youth, in collaboration with educational institutions and youth organizations in Healdsburg, to learn about the diverse history of people of color in Healdsburg from community elders and other local elders who have been gifted with that history and/or lived experiences.
Youth Mentoring Program	Mid Term	We recommend that the City of Healdsburg invest further towards a mentoring partnership between the City of Healdsburg, the business community, and Healdsburg Unified School District. The mentorship program can help young people demystify what it takes to be a small business owner or hold a City position for example. We also encourage the city to work with local youth to discover the type of mentoring program that is most desired.
DEI Workshops for Youth	Mid Term	The City should provide youth workshops and events that are aligned to the DEI goals of the City in order to increase civic engagement and participation.
Eliminating Fees for Youth Activities and Sports	Long Term	The City of Healdsburg should eliminate the fees for young people to participate in City sports and activities. Many students and families reported that it is not affordable to pay for more than one family member to play sports.

Focus Area 1

Youth

Proposed Actions

- Improve partnership with HUSD to support and collaborate on existing mentoring, internship, and civics educational opportunities, including:
 - Mock Interviews
 - Job Mentorship Programs
 - Internship Program
 - Civics Seminar Program
- Improve partnership with all local schools and relevant support agencies to support and collaborate on educational events and experiences.
- Hold career fair in the spring and advertise within the community for seasonal summer positions
- As part of the FY22-24 budget process, City Council approved the framework for a new financial assistance program that ensures everyone can participate and no one will be turned away due to ability to pay. The City implemented this program in November 2022.
- As part of the City's Age Friendly Community initiative, the City's Active Adult and Senior Services team will plan educational events for local youth, in collaboration with educational institutions and youth organizations, to learn about the diverse history of people of color in Healdsburg from community elders and other local elders who have been gifted with that history and/or lived experiences.

Focus Area 2

Labor and Community

ALLP Recommendations

Labor & Community		
These recommendations center laborers, workers, and community DEI issues.		
Recommendation Item	Priority Level	Action
Labor Days	Short Term	Create seasonal events at the plaza that honor specific laborers who have historically been invisibilized, such as farmworkers, hospitality workers, hotel workers, home service industry workers, etc.
Seasonal Job Fairs and Forums	Short Term	Collaborate with the Healdsburg Chamber of Commerce and its members to create job fairs and forums for seasonal workers. City sponsored job fairs and forums would create local opportunities to: demystify seasonal jobs, offer training and network, discuss union jobs, provide safety protocols, disseminate job information, connect skill sets to opportunities, discuss labor issues.
Encuentros & Cafecitos	Short Term	Increase democratic participation and civic engagement by continuing the community learning opportunities established in our Equity Encuentros. Continue intentional and targeted listening sessions such as cafecitos at schools, the senior center, places of worship, and other community spaces. The responsibility of organizing and producing encuentros should fall to the new Multicultural Director and Staff. Until those positions are established, the Parks and Recreation department in conjunction with local organizations could be the responsible parties.
Professional Development for Educators	Short Term	The City of Healdsburg will organize professional development events for local educators, in collaboration with educational institutions in Healdsburg, to learn about the diverse history of people of color in Healdsburg from community elders and other local elders who have been gifted with that history and/or lived experiences.
Investment in City Parks Facilities	Short Term	We recommend that the City of Healdsburg invest in recreational fields and parks. Many of the students mentioned the need to fix existing parks and to add lights to parks.

Focus Area 2

Labor and Community

ALLP Recommendations

Labor & Community		
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Recommendation Item	Priority Level	Action
Encuentros	Short Term & Mid Term	Further community learning events should continue to be sponsored by the City of Healdsburg in partnership with local organizations, schools, community groups, and businesses in order to increase the diversity of representation.
Eliminating Silos Between Key Organizations	Mid-Term	Establish regular common interest group meetings with key organizations and institutions that are aligned with DEI goals and priorities.
City Manager and HUSD Leadership	Short Term & Mid Term	The Healdsburg City Manager and Healdsburg Unified School District Superintendent should meet monthly to discuss common interests and build partnerships for the future.
Interest Convergence Strategy with Healdsburg Community	Mid-Term	We recommend that the city of Healdsburg focus on creating interest convergence opportunities where the city staff partners with residents to address local issues collectively.
City Commissioned Art and Murals	Mid-Term	We recommend that the city of Healdsburg, in collaboration with local affinity groups (e.g., Dry Creek Pomo and Corazon Healdsburg), partner together to create murals that honors the history of indigenous people and the experiences of laborers in Healdsburg.
Establishing Family and Youth Centered facilities	Mid-Term	We recommend that the City of Healdsburg explore partnering with local entrepreneurs to establish a movie theater that shows current movies, a bowling alley, and an arcade.

Focus Area 2

Labor and Community

Proposed Actions

- Staff will plan a seasonal worker job fair for Fall/Winter 2024, partnering with other organizations to achieve.
- Staff are exploring options to partner with HUSD to provide educational opportunities for teachers and shared training opportunities.
- Staff are proposing to begin quarterly convenings of key organizations in the City to identify shared opportunities for participation, help amplify existing opportunities and improve collaboration.
- A mural program could be considered as part of the public art component of the Arts and Culture Master Plan implementation.

Labor and Community

- Deferred maintenance program is committing \$475,000 in FY23-24 to begin addressing deferred maintenance. Development of a new community park in the Saggio Hills and redevelopment of Badger Park. Additionally, the Fitch Mountain Access Improvement Project that is underway will create sustainable access to the Fitch Mountain trail network and renovate the dog park. The planned Foley Community Pavilion project will add a new community events facility that will serve the community.
- Welcome Packet for new residents to include information on City programs and tenant rights.
- Senior Advisory Commission Goals

Focus Area 3

Housing

ALLP Recommendations

Housing		
These recommendations center housing issues in Healdsburg.		
Recommendation Item	Priority Level	Action
In-Office Administration Housing Assistance	Short Term	We recommend that the City of Healdsburg increase their ability to help the monolingual Spanish speaking community with administrative processes related to housing. For example, provide assistance to apply for housing assistance programs like tenant-based voucher programs, etc.
Shared Housing Models	Short Term	We recommend that the City of Healdsburg explore the potential of shared housing models. For example, by promoting a program where elderly homeowners in the community can share their home with a young professional working in Healdsburg. They would share utilities, food expenses, and the younger person would help the elderly person with transportation and other needs.
Expansion of Housing Department	Mid-Term	We recommend that the City of Healdsburg expand the staff in their Housing department in order to accommodate these recommendations with special focus on recruiting additional Spanish speaking staff.
Repeal of Growth Management Ordinance	Mid-Term	We recommend that City staff present the City Council with suitable language for potential ballot measures that would radically amend or repeal the Growth Management Ordinance (GMO).
Farmworker Housing	Mid-Term	We recommend that the City of Healdsburg support the building of additional units of housing meant to house agricultural workers as part of their affordable housing strategy. If the housing is to be City owned and operated, the City should apply for state funding through project-based programs such as the Joe Serna, Jr. Farmworker Housing Grant (FHWG) program which provides financing for farmworker housing.
Community Land Trust	Mid-Term	We recommend that the City of Healdsburg promote affordable rent and homeownership through community land trusts. This strategy can assist individuals at all levels of the income scale. It can help young professionals access entry level homeownership opportunities to purchase townhomes, duplexes, fourplexes, and other such building types. In addition, affordable multi-family housing can also be provided.
Substandard Housing Code Enforcement Displacement	Mid-Term	We recommend that the City of Healdsburg continue to protect individuals from substandard housing by enforcing codes. However, we suggest that the city invest in providing assistance to individuals displaced through these enforcement actions to other units at similar price point and place.

Focus Area 3

Housing

Existing and Proposed Actions

- Staff is increasing bilingual marketing, materials, and outreach
 - Affordable Housing Regulatory Agreements include a Marketing & Management Plan.
 - Collaborates with Sonoma County CDC on applying for Housing Choice Voucher (Section 8).
- City offers the free Shared Housing and Resource Exchange (SHARE) program, connecting unrelated individuals for home sharing, with at least one participant aged 60+.
- Housing Department expanded with a bilingual staff member and is exploring additional Spanish-speaking hires.
- Staff is working with the HEWG to consider options for a potential 2024 ballot measures to amend or repeal the Growth Management Ordinance (GMO).
- Promote farmworker housing, such as the Joe Serna, Jr. Farmworker Housing Grant (FWGH) at 155 Dry Creek by Burbank Housing.
- Enhance partnership with Housing Land Trust (HLT) for affordable rent and homeownership through community land trusts.
- Collaborate with Corazon Healdsburg for outreach, investigate substandard housing complaints, disseminate fair housing information, and provide protection against displacement with Code Enforcement and Legal Aid.

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Focus Area 4

Internal – City Staff

ALLP Recommendations

City Staff		
These recommendations center on city staff, personnel, and structures.		
Recommendation Item	Priority Level	Action
Eliminate Hierarchical Working Relationships	Short Term	Invest in building a collaborative and transparent culture. We recommend hiring external consultants who can lead in that work for all City staff and city council members alike.
Mission Statement	Short Term	Create a mission statement that clearly articulates how the values of diversity, equity, and inclusion are central to the core values of the Healdsburg community. The mission statement should address local concerns found in this report such as housing and labor inclusivity, including issues of dignity.
Bilingual Stipend	Short Term	We recommend that the City of Healdsburg provide additional stipends to employees who are repeatedly tasked with translating documents and other materials for the city.
DEI Training	Short Term	We recommend that the City of Healdsburg provide staff with quarterly DEI related training.
Training Stipends	Short Term	We recommend that the City of Healdsburg provide monetary incentives (stipend) for employees who attend DEI related training.
Promotion	Short Term	We recommend that the City of Healdsburg incorporate DEI training into the potential for growth and promotion structure.
Director of Equity and Community Outreach	Mid-Term	Create a director position inside the city of Healdsburg that focuses on the internal work of ensuring more equitable practices within city departments, as well as focusing on creating more authentic opportunities for civic engagement and access to services for BIPOC communities and other groups who have been traditionally alienated and marginalized. This new position should also include a budget for city of Healdsburg staff training, equity events, and other essential resources required to meet DEI goals established by the city council and city leadership.

Focus Area 4

Internal – City Staff

ALLP Recommendations

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Recommendation Item	Priority Level	Action
Center for Multicultural Services and Staff	Mid-Term	Establish a multicultural center, housed within the Community Services/Parks and Recreation department, with a director and staff bilingual in Spanish and English. The multicultural center will be a central hub for community events, activities, and information to be provided in multiple languages.
Center for Multicultural Services Director	Mid-Term	<ul style="list-style-type: none"> The director of multicultural services will establish DEI priorities and equity targets for the center with the Director of Community Services and Director of Equity and Community Outreach. They will oversee the staff of the center and establish DEI training for their staff that aligns with the goals of the center. The director will also coordinate and facilitate meetings with non-profit organizations, youth organizations, families, and the elderly who work and serve Healdsburg residents to establish alignment in terms of services provided and DEI goals.
Affinity Groups	Short Term	We recommend that the City of Healdsburg support and encourage the formation of affinity groups within their workforce.

Focus Area 4

Internal – City Staff

Proposed Actions

- Executive Team is committed to continuing to build a collaborative and transparent workplace culture.
- The City is now advertising open positions in a variety of diverse locations and reviewing job descriptions for unnecessary obstacles.
- The Council can consider revisiting the City Mission Statement with next Strategic Plan Update.
- The City currently provides bilingual stipends as part of all labor agreements.
- The City plans to provide implicit bias training for all staff in the current fiscal year.
- The City will work to build DEI training and leadership development into succession planning with internal growth and promotions.

Focus Area 4

Internal – City Staff

Proposed Actions

- The City will continue to encourage the formation of affinity groups and continue to invest in existing groups that support organizational culture.
- The City will establish an internal multicultural committee to meet quarterly and strategize ways to embrace and integrate different cultures in the workplace.
- The City has recently launched an employee newsletter to foster engagement and encourage employees to share and celebrate their culture.
- Join Government Alliance on Race and Equity (GARE) to continue to access best practices and opportunities for enhancing DEI in our community.

ALLP Long Term Priorities

Recommendation Item	Priority Level	Action	Category
Youth Advisory Board for the City Council and City Staff	Long Term	The City of Healdsburg should establish a Youth Advisory Council that will meet regularly with the Healdsburg City Council and the city managers in regard to DEI issues. The Director of Equity and Community Outreach will work in collaboration with Healdsburg Unified School District, The Healdsburg School, and St. John's the Baptist School to create criteria for youth applications and appointments.	Youth
Task Force for Bilingual School	Long Term	The City of Healdsburg should create a task force with the local school district to promote the need for a Bilingual School. The Healdsburg community needs bilingual teachers, workers, and leaders. A bilingual school would create capacity for that vision to be a reality.	Youth
Youth Programming at Healdsburg Arts and Cultural Center	Long Term	After the creation of the Healdsburg Arts and Cultural Center (see Labor and Community Recommendations for description), the City of Healdsburg can provide youth programming such as youth theater productions, art shows, dance performances, graffiti art shows, poetry slams, and other youth cultural events.	Youth

ALLP Long Term Priorities

Recommendation Item	Priority Level	Action	Category
Old Town Healdsburg Arts and Cultural Center	Long Term	<ul style="list-style-type: none"> The City of Healdsburg should establish an old town arts and cultural center that represents the story of the land and the original stewards of the land, the Dry Creek Pomo. The cultural center should be home to the communities that have helped build Healdsburg, yet have lacked representation and visibility. Specifically, we believe this should be a place that illustrates the diverse history and contemporary lives of local tribes, as well as the Latine, Black/African-American, Asian-American/Pacific Islanders, and other minoritized, racialized, and marginalized communities. “Old Town” Healdsburg can be represented by rotating local farmers and farmworker vendors selling locally grown produce and other fare such as homemade tortillas, tamales, pies, cobblers, etc. We also recommend establishing an arts space that centers on local youth artists, as a critical component to the project. Creating a vibrant art and cultural center with activities for youth would be a step towards addressing the alienation that many youth feel when walking through their hometown. Small performance and gallery spaces for shows that center youth culture could be a way to engage more youth. Local theater productions, poetry slams/readings, musical performances, graffiti art exhibitions and classes, are just a few potential ways the arts and cultural center can be used. 	Labor and Community
Local Investment Strategy	Long Term	Healdsburg should consider the possibility of growing partnerships between businesses and the City to directly invest in city DEI priorities. This may include incentives to create a collaborative environment where skills, food, goods, and other resources can be exchanged in lieu of strictly financial donations.	Labor and Community
Employer Provided Farmworker Housing	Long-Term	We recommend that the City of Healdsburg encourage employer owned and provided housing. The city should assist the agricultural employers with the process of permitting and certifying their units with the appropriate state agency.	Housing
Sweat Equity/Mutual Aid Housing	Long-Term	We recommend that the City of Healdsburg work with the community to identify potential sources of funding for a sweat equity program. This could include the Mutual Self-Help Housing Technical Assistance Grant program which identifies Healdsburg as an eligible rural site.	Housing

Long Term Priorities

Next Steps

- Strategic Goal Setting Session:
 - March 2024
- Budget Development and Two-Year Budget Adoption:
 - January 2024 – June 2024

Questions and Feedback

Thank you!

