7800 Golden Valley Road | Golden Valley, MN 55427
763-593-3989 | TTY 763-593-3968 | 763-593-8198 (fax) | www.goldenvalleymn.gov

Rising TIDES Task Force

September 8, 2020 – 5:15 pm
Via Cisco WebEx

REGULAR MEETING AGENDA

*** All members of the public are welcome to attend**

This meeting will be held via Cisco Webex in accordance with the local emergency declaration made by the City under Minn. Stat. § 12.37. The public may monitor this meeting by calling 1-415-655-0001 and entering the meeting code 133 477 6410. For technical assistance, please contact support staff at 763-593-8007 or webexsupport@goldenvalleymn.gov. If you incur costs to call into the meeting, you may submit the costs to the City for reimbursement consideration.

1. **Call to Order**
2. **Attendance/Roll Call**
3. **Introduction of Equity and Inclusion Manager**
4. **Approval of Agenda**
5. **Approval of August 12, 2020 Meeting Minutes**
6. **Continuation of Phase II of the Task Force Discussion: Prioritization and Planning**
7. **Adjournment**

This document is available in alternate formats upon a 72-hour request. Please call 763-593-8006 (TTY: 763-593-3968) to make a request. Examples of alternate formats may include large print, electronic, Braille, audiocassette, etc.

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Rising TIDES Task Force

August 12, 2020 – 5:15 pm
Via Cisco Webex

REGULAR MEETING MINUTES

Call to Order
The meeting was called to order at 5:20 pm by Chair Allen.

Roll Call

Members present:	Joelle Allen, Ruth Paradise, Alex Moreno, Amber Alexander, Melissa Johnson, Myat Thanda Tun, Fartun Hussein, Ajani Woodson, Sheri Hixon, Brad Taylor-White, and Sam Powers
Members absent:	
Staff present:	Kirsten Santelices, Human Resources Director

Approval of Agenda and July 14, 2020 Meeting Minutes

MOTION by Member Paradise to approve the agenda as submitted. Seconded by Member Taylor-White. Motion carried 11-0.

Announcements
Staff Santelices shared that the City made an offer of employment for the Equity and Inclusion Manager, and will hopefully have this person hired before the next Rising TIDES meeting.

Phase II Task Force Discussion: Recap and Mapping
Chair Allen led the group through a discussion on the next steps for the Task Force, following a prepared document which was shared with the full group. The members discussed all of the ideas that were presented as potential Phase II topics, and mapped the ideas back to the six strategic priorities that the Task Force started in 2019. The Task Force determined that any topics that did not fit directly into a current strategic priority, will need to be prioritized accordingly. Some topics may not make the list for Phase II, and others may be considered too important and need to be added as a strategic priority.

The group was interested in learning about the dynamics between the Task Force and other City Commissions, and learning how partnerships with other commissions may help or complicate their work.

The Task Force will continue this discussion at the September meeting, and members will be prepared to prioritize the action items and ideas that came from tonight's meeting, and the recommendations report that was provided to the City Council in June.

Adjournment

MOTION by Member Paradise. Seconded by Member Thanda Tun. Meeting adjourned at 6:22 pm.

_____
Joelle Allen, Chair

ATTEST:

_____
Kirsten Santelices, Human Resources Director

Rising TIDES Task Force Members,

As we head into Phase 2, we are excited to expand beyond our first year's topics while staying focused on **taking action** against the agreed upon priorities that were approved by the City Council. To move forward, we will take a three-pronged approach, outlined below.

- **Step 1: Ideation & Reorientation:** Close out last meeting's discussion and Brainstorm regarding the areas we'd like to tackle in year 2. This includes a discussion of what types of things "Should" the task force be focused on. What are the clear lines between what we are doing and what other entities such as the HRC, etc. are doing.
- **Step 2: Priorities & Synergy:** Determine which items can fall under or enhance existing recommendations as well as narrow down new list items to a realistic set of priorities given time and resources.
- **Step 3: Implement Design & Action:** Determine action steps and begin moving forward, paying special attention to making good on Phase 1 Recommendations. This includes making updates to the City Equity Plan at appropriate milestones.

Year 1 Recommendation Update:

The City Council accepted the Task Force's full slate of recommendation at the June meeting (page 3 of Recommendations packet submitted to City Council). Below is a table that recaps recommendations that have been implemented since the June 9th meeting. This is above and beyond the two community forums held in 2019/20.

Recommendation	Status	Notes
Hire Equity Manager	Offer extended	2 additional strong back-ups, pending acceptance
Conduct Internal and External Listening Sessions	Internal Sessions Complete External Session Complete	Exploring expansion of external sessions
Extend Rising TIDES Taskforce for 1 Year	Approved	N/A
Incorporate accepted recommendations into Equity Plan	Completed	Further additions to the Equity plan will take place organically at appropriate milestones.

Step 1: Ideation: Close out brainstorming phase for Year 2 *(10 minutes - Wednesday, August 12th)*
Below are the ideas brought forward at/since last meeting.

- Greater focus on individuals with disabilities including work opportunities
- DEI Training/self-development for task force members
- A campaign on uniting against racism.
- Mental health training, particularly for the police department.
- Strategic partnership with GVPD
- How to make micro and macro level changes in culture within the city, including neighborhoods, city government, and overall community.
- Ensure total City leadership is aligned on messaging.
- Meet with organizers to help create culturally responsible materials as listed in the recommendations report.
- Look at addressing affordable housing and issues of modern day red-lining
- Public facing Signs/Posters with Task Force Goals & Priorities
- Deeper dive into the Equity plan and consider specific goals for Community engagement
- Layer in anti-racism language into the Equity Plan
- Find ways to connect with city youth
- Decide on measurable outcomes for agreed upon initiatives.
- **OTHERS??**

Step 2: Priorities & Synergy: Connections & Priorities *(45 minutes - Wednesday, August 12th, may need 2 meetings)*
While some of the ideas generated our standalone initiatives, many of them speak to "how" we work and can be woven into the strategic priorities of the city and the subsequent approved recommendations sent over to the city Council.

Focus on making micro and macro level changes in culture within the city, including neighborhoods, city government, and overall community.

Year 1: Strategic Priorities	Mapping Year 2 Ideas to Year 1 Priorities
Communicating equity with the city	• A campaign on uniting against racism. • Meet with organizers to help create culturally responsible materials as listed in the recommendations report. • Public facing Signs/Posters with Task Force Goals & Priorities
City contracts & RFPs	
Increasing diversity on boards and commissions	• Find ways to connect with city youth
Diversifying recruitment and retention	• Find ways to connect with city youth
Community outreach and education	• Public facing Signs/Posters with Task Force Goals & Priorities • Find ways to connect with city youth
Programming & facilities	

OTHERS:
(Requires Separate Priority)
	• Strategic partnership with GVPD
	  ○ Mental health training, particularly for the police department.
	• Deeper dive into the Equity plan and consider specific goals for Community engagement
	  ○ Layer in anti-racism language into the Equity Plan

Parking Lot

- Look at addressing affordable housing and issues of modern day red-lining.

RISING TIDES TASK FORCE RECOMMENDATIONS TO THE GOLDEN VALLEY CITY COUNCIL

Year One Recommendations | June 9, 2020

Rising TIDES Task Force

Joelle Allen - Chair

Amber Alexander - Vice Chair

Sheri Hixon

Fartun Hussein

Melissa Johnson

Alex Moreno

Ruth Paradise

Sam Powers

Brad Taylor-White

Myat Thanda Tun

Ajani Woodson

City Staff

Kirsten Santelices

Tomas Romano

Tim Cruikshank

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GOLDEN VALLEY RISING TIDES

Trust • Inclusion • Diversity • Equity • Social Justice

Summary

Over the course of the past year, the Rising TIDES Task Force has endeavored to bring additional insight and perspective to topics of race and equity — and in particular around six topics identified as priorities in the Golden Valley Equity Plan. Out of our discussions as well as discussions we've had with community members, we bring forward several recommendations for the City Council's consideration.

Bringing in the Greater Community

The task force began its work with the acknowledgement that in order for recommendations to work for the entire community, there needed to be a process for inviting them into the discussion. In the recommendation "Communicating Equity with the City" you'll see the completed efforts to hold open forums where the work of the task force could be reviewed and expanded by members of the Golden Valley community. Many of the sentiments found in this report are consistent with what we learned in the open forums.

We also acknowledged that a workable plan of action had to be grounded in data. That this data needed to be collected and leveraged to guide activities and ensure equity across the board.

The Task Force began by starting with Six (6) priorities as outlined in the Equity Plan.

Communicating Equity with the City

Appealing to broader audiences

City Contracts & RFP's

Equity in how RFP's are announced and who is eligible

Increasing Diversity on Boards & Commissions

Increasing diverse representation

Diversifying Recruitment, and Retention

Hiring for additional perspective

Community Outreach & Education

Programming that reflects the changing demographics

Programming & Facilities

Programming that better reflects the changing demographics

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5 Strategic Priorities

Given the unique circumstances of the current environment – Covid-19 has brought on unprecedented times. As such, we understand that the Council may not be able to implement these ideas and practices immediately. We are mindful of that as we share with you the top recommendations for short term implementation.

1. **Heavily Publicize Board Commission opportunities.** Seeing oneself represented across a range of leadership roles is necessary for building a diverse pipeline for future commission openings. Consistent use of social media with shares from partners in diverse spaces will get the word out and increase engagement.

2. **Build routines to ensure internal employee culture.** Creating an overall culture of belonging through training and regularly scheduled team building exercises that both introduce and celebrate different cultural backgrounds.

3. **Utilize existing community resources to more quickly implement outreach activities.** Build and leverage strong partnerships with community organizations who are already reaching diverse audiences. Create cross promotional opportunities to each organization's mutual benefit.

4. **Ensure that staff members are trained to be friendly and responsive to the needs of diverse populations.** In the short term, training on several fronts should be a high priority as the city prepares to become more inclusive. Through training and tips during internal meetings, staffers can begin to develop a baseline understanding of different cultures as well as how communication styles might differ among them.

5. **Host a supplier diversity series** that provides detailed information on how to do business with the city. This guide available both online and in hard copy should detail the ins and outs of a successful city partnership.

Already reeling from COVID-19, on May 25, 2020 the nation watched in horror as a police officer snuffed out the life of George Floyd

Now more than ever, it is imperative that city leadership take a proactive, visible stance on the impacts of systemic racism. The disproportionate impact of Coronavirus on Black and Brown communities and the death of George Floyd are symptoms of the same problem.

The city has a short window of opportunity to write a new chapter that better supports inclusion, belonging and the City's values.

The task force members are available to serve as thought partners to provide insight to the communications team around cultural sensitivity.

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In light of Current Circumstances

Given the unique circumstances of the current environment – three recommendations not originally discussed have been added to this packet.

1. **Conduct two Courageous Conversations in June.** Making space to speak freely about the murder of George Floyd and the subsequent protests is one step toward processing these traumatic events and healing. Two conversations should take place. The first for city staff and contractors - where HR and city leadership serve on a panel to answer questions and listen to reactions.

   The second facilitated conversation between community members and the police chief will alleviate tensions and allow all residents of Golden Valley to feel a restored sense of safety as it relates to law enforcement.

2. **Reconsider the Equity Manager position.** When COVID-19 began to take its toll on socializing and budgets, we could have never imagined George Floyd. Despite the acknowledgement of the disproportionate impact of COVID on communities of color, all agreed to reevaluate the position at a later date. However, the death of George Floyd is a stark reminder that we need someone at the city whose job it is to help navigate racially charged situations and the unique needs of different communities.

3. **Extend the serve of the Rising TIDES task force by a minimum of 1 year.** The task force is making headway on several fronts — including bringing in members of the community to participate in processes they once felt excluded from. Our hope is to continue work on the recommendations included here and see some of them through implementation.

Communicating Equity with the City

A few of our short term recommendations have already been completed. They include:

- Two community listening sessions in order review the work and recommendations the task force has done around specific topics.
- **October Session** – We discussed: 1) Ongoing community engagement, 2) diversifying employee recruitment and 3) Inclusive RFP processes.
- **January Session** – We discussed: 1) Equity in Programming, Services and Facilities, 2) Reviewing Outreach and education initiatives and 3) Increasing Diversity in Boards/ Commissions, elected officials, etc.

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Communicating Equity

Communication efforts should be rooted in data and therefore the task force recommends that both short and long term initiatives be put in place to collect data about the racial, cultural, gender, lifestyle makeup of residents to effectively develop messaging, programming and beyond that are culturally relevant. It is important to emphasize to residents that all data collection is voluntary and that at any time they can see how the data is being used as well as remove themselves from lists.

Short Range:

1. **Gather Data on diverse communities including**: people of color, LGBTQIA, differently abled, religions, immigrant / first gen, languages and associated socio-economic data, education levels, current level of engagement, family structure / size, age, associated mediums of engagement, other to determine population size within the city and to begin understanding how their needs may differ.

2. **Put into place various opportunities for gathering data** and insights including surveys, events, professional data collection, etc. being sensitive to the reality that some groups including immigrants may be resistant to sharing personal information due to a lack of trust. Providing in person and anonymous ways of sharing data may help as will building trust over time.

3. **Use various mediums to reach and inform diverse audiences about events, programming and other issues that impact the city.** In addition to the city website and social media, Mediums can include where appropriate: schools, churches, mosques, synagogues, apartments, ethnic food markets.

4. **Prioritize social media**, which provides an avenue to share ideas, helps eliminate language barriers through built in translation, and allows people to connect with their networks on topics of importance. The task force notes that digital outreach will remain increasingly important and that the task force can play a significant role in identification and outreach to communities beyond those who regularly "tune in" to the city's existing social, web, mailing list.

5. **Distribute the Rising TIDES task force meeting packet** through social media in addition to the website – to keep audiences apprised of the work we are doing – providing contact information so that they can send suggestions to the committee for consideration.

Long Range Goal: A PRIDE like event that celebrates Diversity.

In addition to twice yearly forums, consider creating an annual event similar to PRIDE that celebrates culture, highlights the culture and contributions of underrepresented groups and promotes a friendly welcoming environment for people of all backgrounds. **This "Ethnic Pride Event" would feature city partners, local businesses – with a spotlight on minority-owned and/or centered business, music, food and fun.**

Other Recommendations include:

- Use the data collected in near range phase to determine focus and resource allocation of ongoing equity and inclusion work.
- Complete hiring process for the Equity Coordinator as soon as timing and budget allows

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Communicating Equity Cont.'

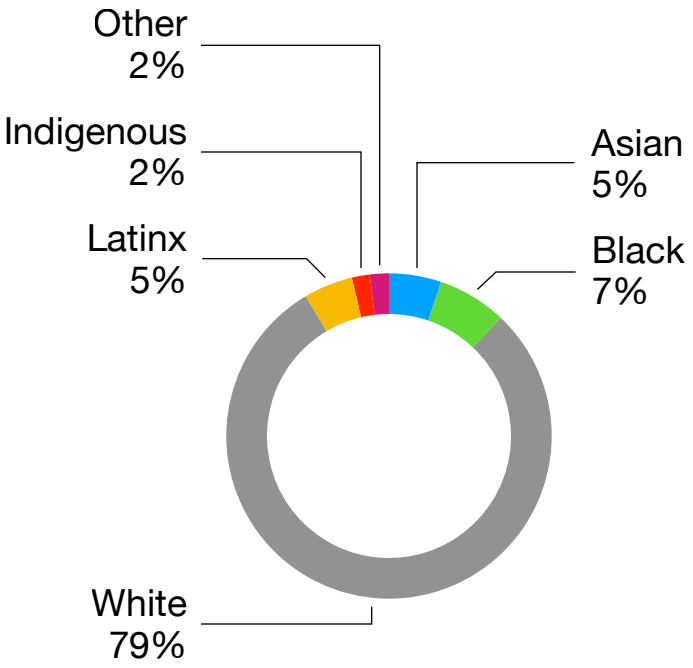
Short Range Cont.':

1. **Be mindful of closing the communication loop** after each major event and/or activity to circle back to let people know what we've done and how their feedback was used. A regular and prominent place on the website and/or through social would be helpful. Additionally, creating email and/or SMS lists and associated campaigns for building community is advised.
2. **Assign a representative** of the task force to attend city events as availability permits.
3. **Create and/or adopt a framework for providing culturally-sensitive materials.** This written guide should be a "first line of defense" for getting cultural cues right.
4. **Continue to create materials to distribute at City events** explaining the mission purpose and relevant information.
5. **Provide additional focus around ethnicity, culture and language vs a focus solely on race**.
6. **Twice yearly community forums** to continue conversations around equity and provide a venue for people from different backgrounds to get to know each other.

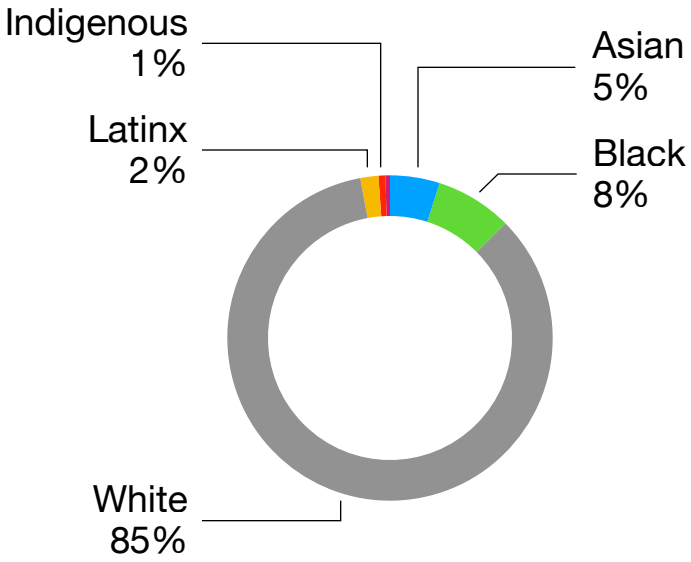
By the Numbers

Limited data exists that provides full insight into the current demographics of the city or how the racial, ethnic, gender, religious and socio-economic make-up is changing. However, piecing together data from various sources, we are able to have a jumping off point until the appropriate data can be collected.

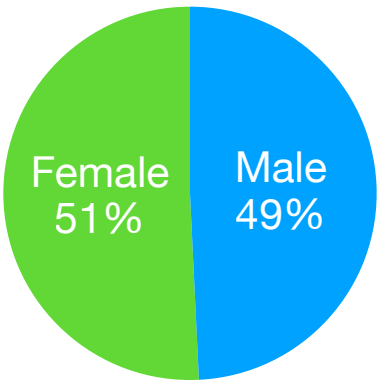
The attached graphs are a part of the American Community Survey data from 2018. Four tables include: Social, Economic, Housing, and Demographic data and represent both Minnesota and Golden Valley.



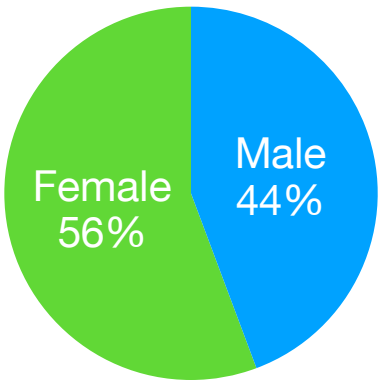
MINNESOTA BY RACE



GOLDEN VALLEY BY RACE



MINNESOTA BY GENDER *



GOLDEN VALLEY BY GENDER *

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No additional gender information was collected during the 2018 Survey

Process For Reviewing City Contracts And RFP's to Eliminate Potential Biases

The task force believes that creating short, medium and long terms initiatives that increase opportunities for minority, women and veteran-owned business enterprises strengthens both the city and its citizens is imperative.

Short Range

- Create a list of small and minority-owned businesses in Golden Valley and make a good faith effort to keep them informed of opportunities and timelines.
- Create opportunities for small and minority-owned businesses by revisiting how contracts are awarded. Begin with contracts under $175, 000 where the City is not required to meet the public bidding law requirements; or (2) by requiring larger contractors to subcontract parts of the bid to underrepresented business.
- Host information sessions / Lunch and Learn supplier diversity series which includes how to do business with the City.
- Compile sample procurement policies from other municipalities. Use the guidelines to spell out the philosophy that diversity is good for the business and the need for regional, cultural and social diversity to access global skills and markets, offer varied viewpoints and styles, and benefit different communities and local economies, respectively. Such procedures are established to give traditionally underutilized businesses a competitive advantage and meet customer and government requirements.

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Medium Term

In the medium term, consider Adopting (modified or not) NMSDC guidelines for best practices in supplier diversity as a more comprehensive program is built out:

- Utilize diverse businesses in all sourcing initiatives and purchasing events.
- Establish corporate policy and top management support.
- Develop a corporate minority supplier development plan.
- Develop comprehensive internal and external communications.
- Identify opportunities for diverse owned businesses in strategic sourcing and supply chain management.
- Establish a comprehensive minority supplier development process.
- Tracking, reporting and goal setting mechanisms.
- Utilize diverse businesses in all sourcing initiatives and purchasing events.

Reviewing Contracts & RFP's Cont.'

The task force believes that creating opportunities for minority, women and veteran-owned business enterprises strengthens both the city and its citizens.

1. Long Range

Establish/renew a supplier diversity policy that provides minority-owned businesses with system wide opportunities for contracts – either independently or in conjunction with other contractors.

Instill Accountability for meeting supplier diversity objectives through annual review/audit of supplier diversity performance against objectives

2. Among other things, a comprehensive policy should acknowledge and address as appropriate the following:

Past Discrimination: Policies should state the intent to create contracting equity. Policy and programs should impact behaviors and practices of the jurisdiction as much or more than the behaviors of prime contractors and prime vendors.

Flexibility: A strategy should match the conditions and laws of the jurisdiction and should be flexible – if a strategy is not working, a different approach should be tried.

Unintended Consequences: Regulations and practices should be examined in a careful and detailed way to ensure that unnecessary barriers are eliminated for small and diverse firms.

Multi-faceted: Programs should be comprehensive and multi-faceted to match the complex systemic barriers.

Redefining large contracts. When possible, master contracts can be designed to allow several MWBE/ DBE firms to collaborate and win larger contracts.

Cultural Change: Strategies should create a framework for cultural change in addition to change stemming from regulations. A cultural change permeates all structures related to the procurement and contracting process so that all people involved are thinking equity and non-discrimination. Over time, this cultural change begins to be embraced by the prime contractor and prime vendor communities.

Capacity Building: Contracting equity programs should contain or should connect to capacity building programs. In this way the jurisdiction is dealing with availability (expanding the vendor pool) not just utilization.

Expand and Replicate: Contracting equity programs should collaborate with other jurisdictions, expand their principles into other areas of the jurisdiction, and when they have arrived at a successful strategy, replicate it with other jurisdictions.

Short turn-around on payment to subs. Sub-contractors can often be the last ones paid and are least able to afford the wait. Seattle requires primes to pay subs before the primes can invoice and get paid themselves.

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Increasing Diversity in Boards, Commissions, and City Council

Seeing oneself represented on boards, in senior leadership positions, committees and task forces is critical to engaging a diverse slate for future openings. To do so, the Task Force recommends the following tactics to drive engagement with the community. Our boards and commissions are composed of talented volunteers.

1. **Heavily publicize Board and Commission opportunities**:
   - Continue "Why I Serve" campaign taking special care to include not only racial and ethnic diversity - but gender and differently able'd voices as well.
   - Highlight a different Task Force/ Commission/Board in each Golden Valley newsletter.
   - Increase social media marketing of opportunities.

1. **Build connections with local school districts, businesses, and other community organizations** to advertise opportunities to serve on Boards/Commissions with City. The Task Force was pleased to hear the recruitment policies and protocols already put in place by the HR department at the City. To further support these efforts, the Task Force, with input from the Community, discussed ideas/tactics in the following areas: Internal Culture, Leader / Ownership, Recruiting Practices and pipeline building.

2. **Connect with special interest groups and provide readiness trainings** for individuals who are seeking to run for public office or videos/ trainings for individuals interested in board and commissions.

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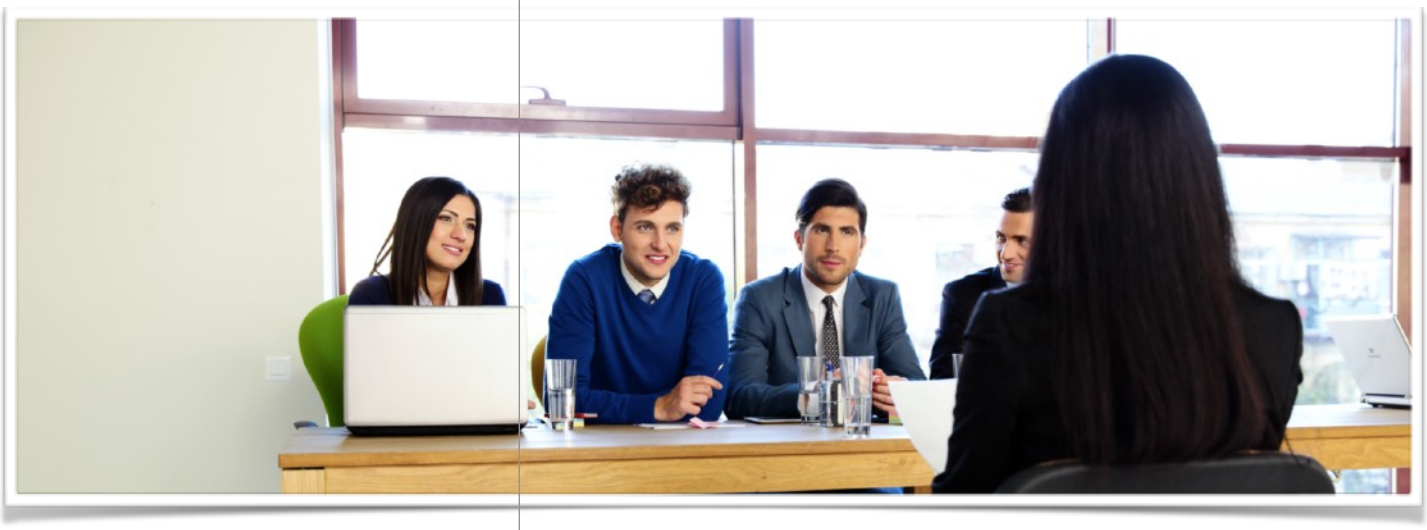
Diversifying Employee Recruitment



Summary & First Steps

The Task Force was pleased to hear the recruitment policies and protocols already put in place by the HR department at the City. To further support these efforts, the Task Force, with input from the Community, discussed ideas/tactics in the following areas:

- Internal Culture
- Leader (hiring manager) Ownership
- Recruiting Practices
- Pipeline Building

Recommendations for Immediate Implementation:

1. Build routines to ensure internal employee culture is one of inclusivity and belonging.
2. Train all people leaders to conduct a 'sense of belonging' exercise with employees – how do we continue to create a culture you want to be a part of? How can we further improve?
3. Host internal team events to celebrate diverse cultures.
4. Explore listening strategy options in order to stay in touch with current city workforce and foster connection/inclusivity in such unprecedented times.
5. Conduct 'stay interviews' with current employees – Why do they stay? What do they like about working for the city.

Recommendations for Future Consideration (likely require longer turn-around/additional resources and partnerships):

6. **Upskill leaders in building diverse pipelines** for their roles
   - Create a venue for leaders to know the skills and interests of their current employees to advocate for them as openings occur.
   - Institute a practice of employees completing internal resumes.
   - Provide training for all hiring managers on how to effectively source and recruit talent.
   - Set goals for leaders to broaden their networks/build pipelines for future openings (e.g. meet one new person in my industry per quarter).

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Diversifying Employee Recruitment

4. **Prioritize hiring Equity Manager role**.It has become increasingly clear that during these unprecedented times, an equity manager would be highly beneficial to both the city and the community. The city should consider a waiver for this position and bring someone on board sooner rather than later.

5. **Update recruitment collateral (job postings, job descriptions, interview guides) to emphasize commitment** to Inclusivity
   - Showcase people of color in recruitment collateral
   - Include City Values language on all job postings
   - Review and update required/desires skills to remove any unintended bias/barriers to diverse communities
   - Update interview questions to include question on how candidates understand/showcase the city's values of Diversity & Inclusion
6. **Review and adjust recruiting practices** to ensure diverse outreach
   - Target colleges with D&I focuses (Augsburg, Hamline)
   - Build connections with local school districts about careers in Government
   - Ensure diversity in interview panels for open roles

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Diversifying Employee Recruitment

One key step to supporting people with special abilities is to appoint individuals within an organization as champion employees with special abilities. A champion is an advocate, has knowledge about special abilities and may have special abilities themselves. Champions can provide knowledge, support companies to explore programs such as Lifeworks and Reach for Resources, help host panel discussions, job fairs and workshops. Through these activities and media resources like articles, local news programs, company publications and product brochures, companies and champions would be able to share their success stories and the value of employing people with special abilities

1. **Find ways make it easier for people with Special Abilities** and Employers to work together.
   - Not having the support needed to help people with Special Abilities, achieve.
   - Job Coach on site
   - Special ability Champions
   - Disabled individuals experience a lack of confidence or are unsure of their capabilities due to being in the development stage of the new opportunities they are experiencing today.
   - No clear path or limited options to find job opportunities. How do they find jobs they can do at a company.
2. **Stress the importance of nurturing a diverse workforce.**
   - Social Inclusion and enrichment
     - Take part in society
     - Bring different skill sets
     - Part of the company
3. **Educate employers that people with special abilities are skilled**, will grow and achieve.
     - Misconception's
     - Giving the opportunities

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Summary

The Task Force focused on how to use community outreach and education to create relationships built on trust between the City and community members. The Task force discussed the following as strategies to reach that goal:

Outreach and education ensuring that everyone feels that their voice is being heard.

Outreach and education where a diverse mix of people can gather and get to know each other.

How outreach activities and educational goals can overlap.

Communication tools to reach a wider representation of people from diverse groups within the Golden Valley community.

Utilization of strategies enumerated in "Eliminating Barriers in Programming and Facilities".

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Community Outreach & Education

The Task Force recommends that they continue their work by helping build strategies to implement the outreach initiatives described below. This work would include:

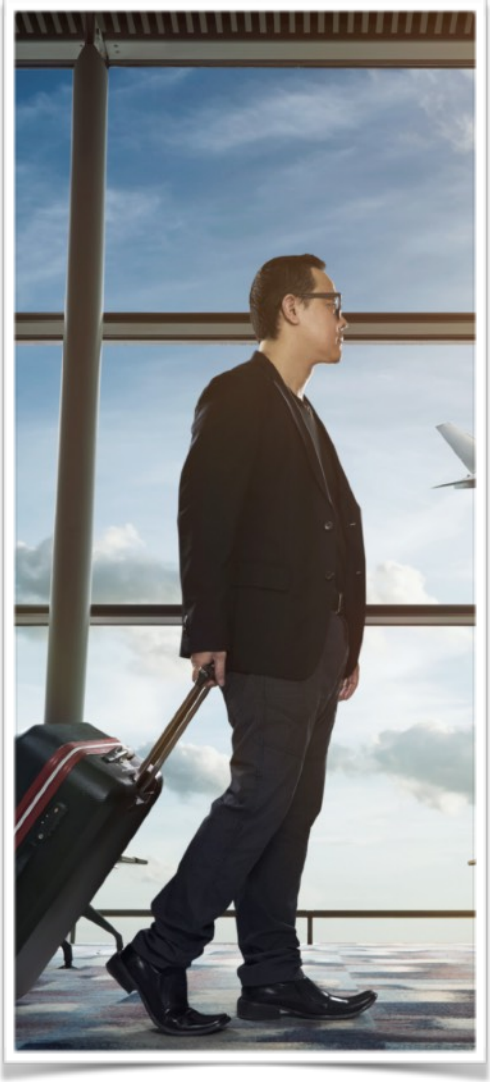
Short to Medium Term Recommendations

- Determine, in consultation, which of the ideas below would be implemented, in what order and the timelines.
- Develop methodology to use in gathering the necessary information: i.e. whom to contact in order to determine what planning bodies will be responsible for overseeing each activity to be implemented.
- In cases in which the suggested activity builds on an existing event, (example: block parties) consult with the responsible group concerning implementation.
- Note: The initial information gathering and outreach can begin even if immediate implantation of activities/events needs to be postponed due to Covid-19.

Long Range Recommendations:

1. **Utilize existing community resources** to implement outreach activities. Suggestions include

- Schedule regular meetings (yearly or semi-annually) with "Block Party" organizers.
- Schedule regular meetings (yearly or semi-annually) with leaders of nonprofit civic organizations within Golden Valley
- Schedule regular meetings (yearly or semi-annually) with appropriate staff from places of worship and social service organizations to discuss outreach opportunities with their members or clients.
- Partner with the Golden Vally Library on educational events.
- Initiate a "Welcome to the Neighborhood" program through discussion with the block party organizers (or after discussion at a block party event).
- Provide the handouts in different languages depending on demographic needs.



Become more welcoming with Programming for New Residents

As we help integrate new residents into the Golden Valley Community, the city should pay careful attention to the needs of immigrants and others so that printed materials and other information is accessible in terms of languages including braille.

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Community Outreach & Education

The Task Force recommends that they continue their work by helping build strategies to implement the outreach initiatives described below. This work would include:

Long Range Recommendations Cont':

- Once a year have a City Council member attend a political party district meeting to give a "State of The City" report.
- Meet with businesses to discuss the city's diversity, equity and inclusiveness initiatives and their possible involvement in outreach efforts and/or diversity training. (Possibly offer "Culturally Competent Messaging" training mentioned below.)
- For apartment buildings, especially NOAH properties, schedule a "meet for coffee" party to get to know apartment residents and discuss issues they feel are important to them.

2. **Extend Event planning to specifically promote outreach** efforts that include a diverse mix of city residents. Possible suggestions include:

- "Pot Luck in the Park" supper (or weekend lunch)
- "Soup & Substance" - meal and specific topic of discussion.
- Non- committed events – "pop- ups"
- Cooking classes to include food from diverse cultures, with city residents taking turns as presenters.
- As a specific educational outreach effort offer a class on "Culturally Competent Messaging" training.
- Hold additional informal community social events for bridge building through food, storytelling and music.

3. **Programming and information for new residents** to the City that takes into consideration how to to help them integrate into the community

- Insure sensitivity to language needs of new immigrants.
- Create a "new to Golden Valley" resident's packet. The packet can have information about the city, about social organizations in the city, shopping, libraries, etc.
- Monthly "Welcome to the City" meeting at City Hall for new residents

Taking Everyone into account when planning for programs and Facilities

The Task Force recognized that the City has a very robust Park & Recreation Program, as well as a wide variety of City wide events and programs. As the city increases in its demographic diversity, the Task Force considered the following issues to insure inclusiveness, accessibility and appropriateness for all members of our community.

- Content
- Community Involvement
- Location
- Accessibility
- Communication

Eliminating Barriers in Programming and Facilities

For the purpose of this report, the items listed below for "Eliminating Barriers in Programming and Facilities" should be understood as the foundation for implementation of the strategies suggested under the next topic "Community Outreach and Education". It is suggested that these protocols should also be integrated into the planning of existing programs and events conducted by the City or its affiliate organizations.

Short Range and Ongoing Protocols in Programming

1. **Inclusion and diversity in programing**
   - Consider demographics when planning programs and events.
   - Create programming to attract different communities
   - Develop opportunities for multi-cultural education events
2. **Utilize residents from diverse backgrounds in planning** and implementing community programs and events
   - Look at the diversity of instructors in recreational activities and other programs
   - Hold additional informal community social events for bridge building through food, storytelling and music
   - Consider who the "presenters" are for programs and events and plan for diversity in activities and venues
   - Create programming opportunities to use local resources, people who are entertainers, speakers, teachers, etc

Eliminating Barriers in Programming and Facilities

3. **Consider Affordability of programs offered by the City**.
   - Host scholarships and post availability in prominent location in publicity.
   - Plan for cost structure so it is affordable for people who would not qualify for scholarships
4. **Ensure that all staff members are trained** to be friendly and responsive to the needs of a diverse population.
5. **Ensuring equitable opportunity to participation in City programming and events**
   - Consider Affordability of programs offered by the City.
   - Host scholarships and post availability in prominent location in publicity.
   - Plan for cost structure so it is affordable for people who would not qualify for scholarships.
6. **Ensure that all staff members are trained** to be friendly and responsive to the needs of a diverse population.

city of golden valley

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FUTURE/NEXT STEPS

Step 3: Implementation Design & Action *(September & October Meetings)*

1. Discuss top 1 – 2 actions to take to mobilize against 5 strategic priorities approved by City Council in June (page 2 of Recommendations packet submitted to City Council):
    a. Brainstorm actionable ideas to implement
    b. Narrow down ideas to top 1 – 2 actions we'd recommend to City
    c. Assign Task Force member(s) as owner to work through liaison, as an accountability partner with City and city partner on timelines and implementation.

Year 1: Strategic Priorities	Accepted Task Force Recommendations	Ideas	Top 1 – 2 to Recommend	Taskforce Member Owner(s)
Communicating equity with the city	Heavily publicize Board & Commission opportunities			Joelle Allen Alex Moreno Fartun Hussein Sam Powers
City contracts & RFPs	Host a supplier diversity series			
Increasing diversity on boards and commissions	Heavily publicize Board & Commission opportunities			Amber Alexander Brad Taylor-White Myat Thanda Tun
Diversifying recruitment and retention	Build routines to ensure internal employee culture			
Community outreach and education	Utilize existing community resources to more quickly implement outreach activities			Ruth Paradise Melissa Johnson Sheri Hixon Ajani Woodson
Programming & facilities	Ensure that staff members are trained to be friendly and responsive to the needs of diverse populations			
Other Ideas				