Roadmap to advancing diversity, equity and inclusion
Speakers: Erica A. Stewart and Beya Makekau
Moderator: Derek Johnson
San Luis Obispo

- 13.6 Square Miles
- Population (largest city in SLO County): 45,920
- 5 City Council Members
- Total housing units: 22,254
- Median household income: $56,071

Demographics of San Luis Obispo

- 18.3% Latinx
- 39.4% White
- 3.9% Two or More Races
- 5.4% Asian
- 0.5% American Indian and Alaska Native
- 2.2% Black or African American
- 0.5% Native Hawaiian and other Pacific Islander

Source: U. S. Census Bureau
• **Diversity** is the recognition and acceptance of the differences between people’s social identities, which can include race, ethnicity, gender identity, sexual orientation, ability, economic class, religion, nationality, among many others, and their intersections.

• **Inclusion** is more than simply diversity and numerical representation. Inclusion involves authentic and empowered participation, and a true sense of belonging within a group or structure.

• **Equity** recognizes historical and systemic oppression and acknowledges that different communities require different levels of support to succeed. Achieving equity may require an unequal distribution of resources to address historical disparities and achieve equal outcomes.

• **Equality** is typically defined as treating everyone the same and giving everyone access to the same opportunities.

• **BIPOC**: Black Indigenous People of Color.

• **SOGIE**: Sexual Orientation Gender identity and Expression.
DEI is a principle of our city goals

“The city recognizes that social and economic inequality is embedded in our systems and culture, and that recovery must integrate deep structural transition to support the well-being and empowerment of marginalized communities.”

2020-21 Meta Goal

What prompted the city to make DEI a priority?

NEWS

2019

June 4, 2019 – City allocates funding for diversity and inclusivity in City Budget

2020

May 25, 2020 – George Floyd is murdered

May 31, 2020 – Hundreds turn out in the City to Protest the murder of George Floyd

June 1, 2020 – SLO PD uses tear gas on protesters

June 16, 2020 – Racism Declared a Public Health Crisis in the City

July 7, 2020 – SLO City Council 3rd District Equity and Inclusion Task Force

July 20, 2020 – Local Activist Tiana Arata arrested during Black Lives Matter protests continue

July 29, 2020 – 2nd month of Black Lives Matter Protests continue

NEWS

2020

May 31, 2020 – Protestors march down Main Street after George Floyd’s death

June 3, 2020 – City allocates funding for diversity and inclusivity in City Budget

July 7, 2020 – SLO City Council 3rd District Equity and Inclusion Task Force
What is the city doing to support DEI work?

- Recognizing the need for DEI
- Including DEI in the city’s goals and vision
- Involving the community in DEI
- DEI Community Task Force
- Community learning sessions
- Committing to the ongoing implementation of DEI
- Development of major city goal and work program to support DEI work
- DEI grant funding
DEI is a part of the city council’s vision

The City of San Luis Obispo is a dynamic community embracing its future while respecting its past with core values of civility, sustainability, diversity, inclusivity, regionalism, partnership and resiliency.

Discussion and lessons learned
Involving the community in DEI

DEI Community Task Force

- The DEI Task Force advised the city in developing recommendations to further the advancement of diversity, equity and inclusion in the City of San Luis Obispo.

- The city appointed 12 members to the DEI Task Force out of 95 applicants.

- The DEI Taskforce’s charter was to:
  - Support marginalized racial, ethnic and cultural groups
  - Collect information and insight about advancing DEI in SLO
  - Administer grant process to support the DEI work of proven organizations and best practices for change
  - Strengthen the focus and role of the city’s Human Relations Commission
  - Provide guidance and a foundation for creating a FY21-23 DEI-focused major city goal
Community learning sessions

- Learning sessions were held during DEI Taskforce meetings to elevate the voices of underrepresented communities
- Learning session topics focused on:
  - Local law enforcement/community relations
  - The experiences of local Asian Pacific Islander Desi American, Black, Indigenous, Latinx, LGBTQ+
  - Undocumented communities

Results of DEI Community Taskforce

**Five essential recommendations**

Necessary for significant lasting positive change

1. Adopt a diversity, equity and inclusion **major city goal** for the 2021-23 financial plan
2. Establish **Office for DEI** within the city
3. Develop and Implement **DEI strategic plan** for the city
4. Commit to ongoing, annual funding of at least $150,000 for DEI **high-impact grants**
5. Charge the Human Relations Commission to designate Diversity, Equity and Inclusion as a standing priority; including sustaining the work of the task force
Results of DEI Community Taskforce

*High impact recommendations*

1. Support feasibility study of a **multicultural center**
2. Increase access and inclusion to **civic learning** and leadership opportunities for **BIPOC and LGBTQ+ communities** via city-sponsored programs
3. Sponsor **community education** regarding DEI
4. Actively support and attract **minority-owned businesses**
5. Increase **cultural representation** through the arts
6. Increase support of the **undocumented community**
7. Amplify **community-based policing** and restorative practices SLOPD

Commitment to the ongoing implementation of DEI
Putting lessons learned into practice

1. Put equity into practice
   – Narrow the scope of DEI
   – Center those who are most marginalized

2. Commit to challenging conversations
   – Invest time in the conversation
   – Be intentional with the discussion

3. Embrace community hesitation
   – Accept DEI is a new area for many people
   – Normalize the critiques and expectations from the public in response to DEI
   – Balance hearing opinions with starting the conversation

DEI as a major city goal

- **2021-23 Budget:** $2.1 Million to support diversity, equity and inclusion initiatives
- The city will engage in initiatives that advance DEI within the organization and community that:
  1. Develop and implement strategies, programs and policies that build a workplace culture and community of inclusion, fairness and belonging for all.
  2. Involve marginalized communities and diverse voices in program development and delivery.
  3. Partner with proven community providers and utilize best practice models to maximize effectiveness and impact of initiatives.
  4. Identify and track measurable results as the city progresses in maturing diversity and inclusion efforts.
DEI grant funding

• Supported local projects, programs and initiatives
• Funding focused on narrowing equity gaps that have disproportionately impacted marginalized groups
• Enhanced the sense of belonging for all people in our community

$120,000 approved for DEI efforts
20 agencies requested grant funding
City Council is providing funding to eight for a total of $109,800

DEI grant funding-RACE Matters SLO

Belonging 2021 – A multimedia arts experience centered on Black community, inclusion/action for all.
DEI grant funding - SLO Film Festival

Film Festival Spotlighting BIPOC Filmmakers

Discussions and lessons learned
Strategies to support DEI work in your community

- **Vision and leadership**
  - Staff
  - Council
  - Community partners
  - Academic organizations
  - Create structures that sustain DEI work

- **Recognize the need for DEI work in your organization**
  - Internal assessments
  - Engage and build relationships
  - Competent leadership
  - Commit necessary funding
Strategies to support DEI work in your community

- **Involve your community**
  - In developing a DEI program
  - In ongoing DEI work
  - Center the most marginalized voices
  - Speak directly with individuals
  - Support local projects, programs and initiatives that work towards DEI efforts

Questions and answers
Session moderator

Derek Johnson - djohnson@slocity.org
City Manager, City of San Luis Obispo

- City Manager for the City of San Luis Obispo
- Graduated from UC Santa Barbara with a Bachelor’s in Environmental Studies and holds certificates in Project Management and Community Mediation from UC Santa Barbara.
- Expertise is in infrastructure financing, redevelopment and organizational development and change management.

Session presenter

Beya Makekau - mcmontener@calpoly.edu
Director of Student Diversity and Belonging at Cal Poly San Luis Obispo

- Master’s degree in ethnic studies from San Francisco State University
- Currently pursuing her doctorate in educational leadership and administration.
- Makekau served as the facilitator for the SLO DEI Taskforce and provides DEI consulting for local businesses within the city.
- Makekau specializes in cultural competency, the intersections of privilege and equitable practices.
Session presenter

Erica A. Stewart - estewart@slocity.org

Vice Mayor for the San Luis Obispo City Council

- Erica works for Cal Poly San Luis Obispo at Campus Health & Wellbeing.
- Erica helped create the City of SLO’s Diversity, Equity and Inclusion Taskforce and was the sole city council member on the taskforce.
- As the first African-American city council member in San Luis Obispo, Stewart is committed to making it a more inclusive and accessible community.

DEI definitions handout