



SAN LUIS OBISPO

Roadmap to advancing diversity, equity and inclusion

Speakers: Erica A. Stewart and Beya Makekau
Moderator: Derek Johnson



Derek Johnson
City Manager,
City of San Luis Obispo



Erica A. Stewart
Vice Mayor,
City of San Luis Obispo



Beya Makekau
Director of Student
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San Luis Obispo

13.6
Square Miles

45,920
Population (largest city in SLO County)

5
City Council Members

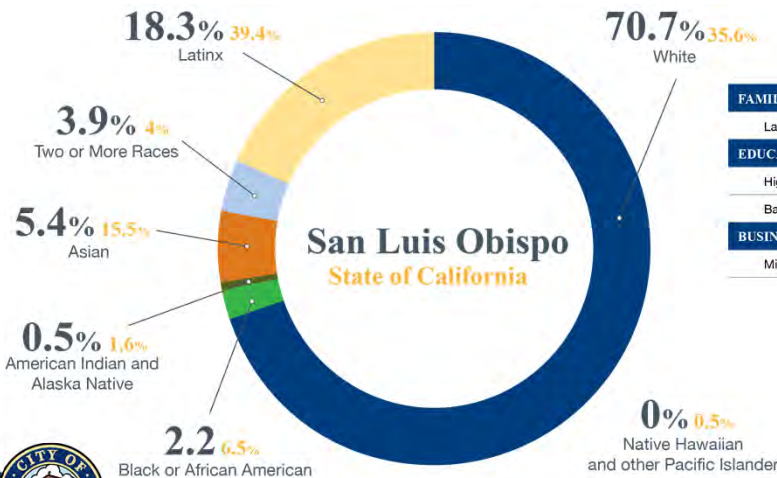
1856
Incorporated as a General Law City
1876
Became Charter City

22,254
Total housing units

\$56,071
Median household income



Demographics of San Luis Obispo



FAMILIES AND LIVING ARRANGEMENTS		SLO	CA
Language other than English spoken at home (2019)		17.5%	44.2%
EDUCATION		SLO	CA
High school graduate or higher, age 25 years+, 2015- 2019		92.9%	83.3%
Bachelor's degree or higher, age 25 years+, 2015- 2019		50%	33.9%
BUSINESS		SLO	CA
Minority -owned firms, 2012		13.5%	46.6%

AGE		SLO
Persons under 5 years		3.2%
Persons under 18 years		12.9%
Persons aged 18 to 65 years		70%
Persons 65 years and over		13.9%



Framing the discussion



- **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.



Framing the discussion



- **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 Creates a Diversity, Equity, and Inclusion Task force
July 21, 2020 – Local Activist, Tianna Arata arrested during Black Lives Matter Protest
July 29, 2020 – 2nd month of Black Lives Matter Protests continue

San Luis Obispo Tribune
"I Can't Breathe": 4 Minneapolis Officers Fired After Black Man Dies in Custody
The arrest took place on Monday evening, the Minneapolis Police ... George Floyd drowned before and his family deserves justice." Mr. Biden wrote on ...
May 27, 2020

San Luis Obispo Tribune
"It feels like a shift is happening." Hundreds in SLO turn out to protest George Floyd killing
It feels like a shift is happening "BLM Rally990 RACE Matters SLO County held a rally in San Luis Obispo to protest violence against people ...
May 31, 2020

San Luis Obispo Tribune
SLO council passes resolution calling racism a public health crisis
The San Luis Obispo City Council unanimously passed a resolution Tuesday afternoon declaring racism as a public health crisis. The council ...
Jun 17, 2020

San Luis Obispo Tribune
Local activist Tianna Arata arrested after Black Lives Matter
The San Luis Obispo Police Department (SLOPD) and the District Attorney's Office coordinated to arrest 20-year-old local activist Tianna Arata at the end of ...
Jul 22, 2020

San Luis Obispo Tribune
2 months of marches: See SLO County Black Lives Matter protests in photos
First march in SLO on May 30 - RACE Matters SLO local rally on May 31 - ...
Jul 29, 2020

San Luis Obispo Tribune
SLO seeks diversity task force members in wake of Black Lives Matter protests
SLO seeks diversity task force members in wake of Black Lives Matter protests. By Nick Wilson. July 21, 2020 09:27 AM.
Jul 21, 2020

San Luis Obispo Tribune
2 months of marches: See SLO County Black Lives Matter protests in photos
First march in SLO on May 30 - RACE Matters SLO local rally on May 31 - ...
Jul 29, 2020

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



Recognizing the need for DEI



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



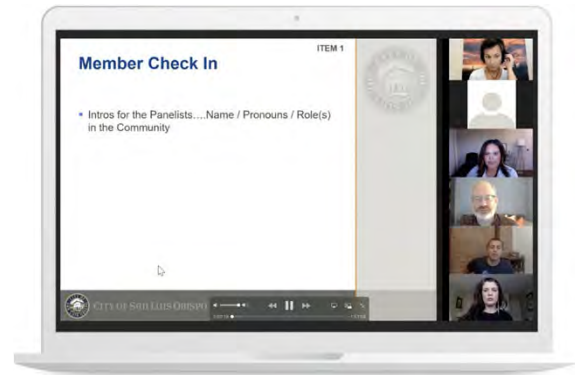
DEI Community Task Force

- 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



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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



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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



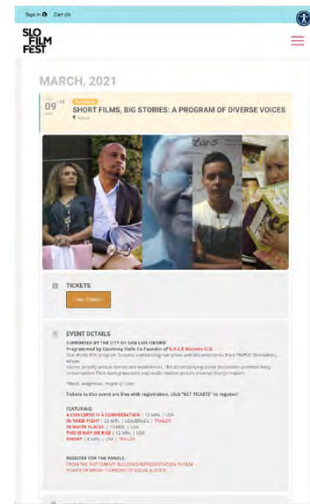
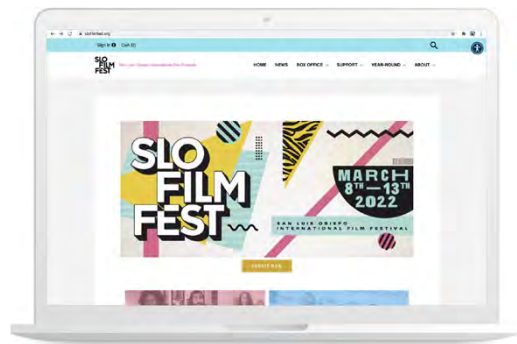
DEI grant funding-RACE Matters SLO

Belonging 2021 – A multimedia arts experience centered on Black community, inclusion/action for all.



DEI grant funding-SLO Film Festival

Film Festival Spotighting 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



Strategies to support DEI work in your community

- **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 - mcmonte@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

