

COMMUNITY ENGAGEMENT AS A DEI STRATEGY

Increase public participation with these proven strategies



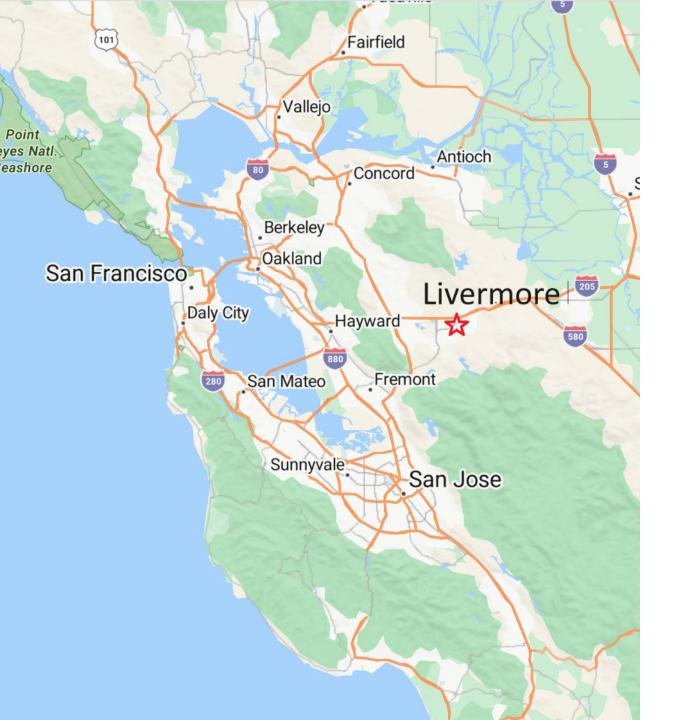
Chris Van Schaack Superintendent, Livermore Valley Joint Unified School District



Marianna Marysheva City Manager, City of Livermore

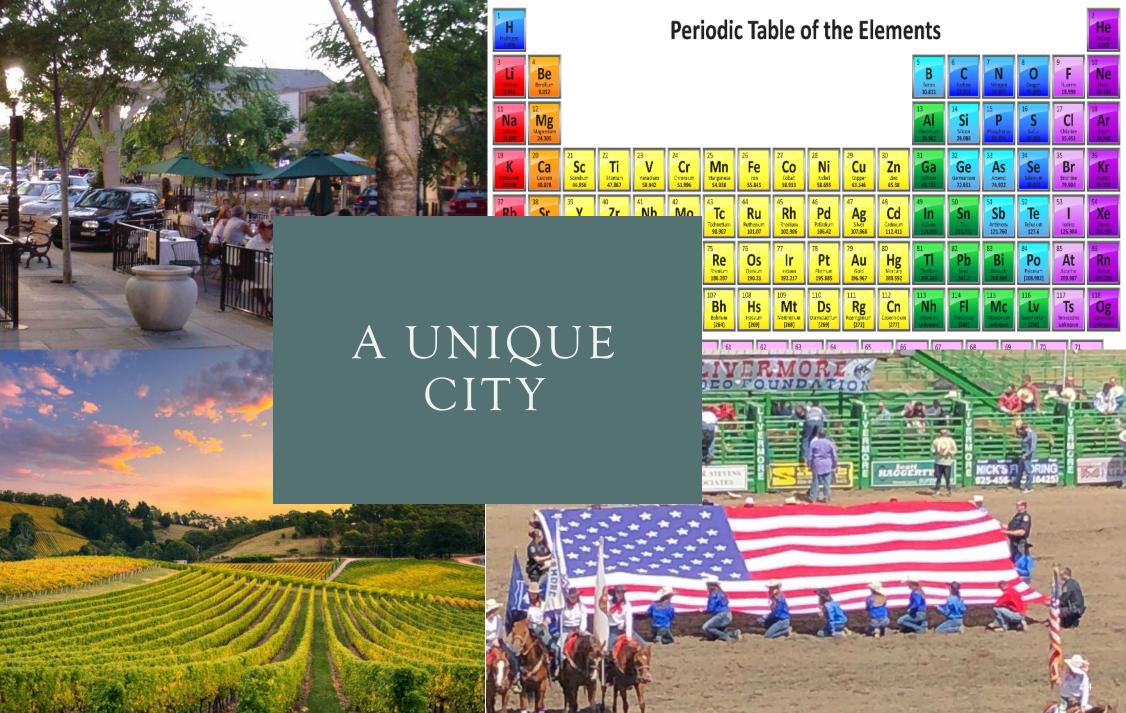


Mat Fuzie General Manager, Livermore Area Recreation and Park District



CITY OF LIVERMORE, CA

- Pop. ~87,000
- Alameda County
- Easternmost city in the SF Bay Area



MIX OF POPULATIONS



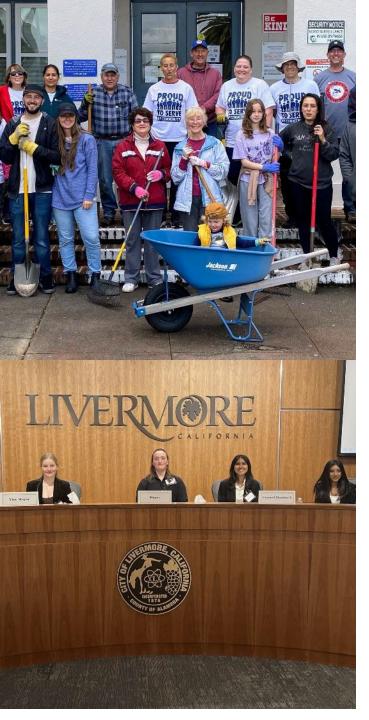






COLLABORATIVE INITIATIVES

EST.



COMMUNITY SERVICE DAY

FOURTH OF JULY

YOUTH IN Government



TK/K ENROLLMENT FAIR

LARPD-LIBRARY COLLABORATIONS

PARKS AND TRAILS





SCIENCE ODYSSEY

LIVERMORE LEARNS

EXTENDED Student Services

UNITY DAY/WEEK

AMPLIFYING REACH THROUGH SHARED RESOURCES

SHARE RESOURCES/TOOLS

INTERGOVERNMENTAL LEADERSHIP MEETINGS

COMMUNICATIONS STAFF MEETINGS



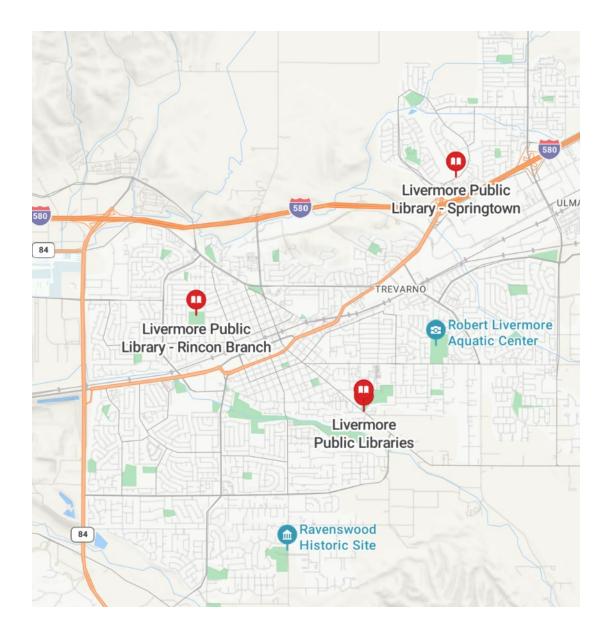
SHARE SPACES

MEET PEOPLE WHERE THEY ARE

FARMERS MARKETS TOWN HALLS

WORKSHOPS





PUBLIC LIBRARIES

TRUSTED Sources of Information

IDEAL LOCATIONS TO REACH FAMILIES

BILINGUAL Programming

CULTURAL ACTIVITIES





ROBERT LIVERMORE Community Center

EMERGENCY RESPONSE SITE

IDEAL LOCATION TO REACH SENIORS

COMMUNITY HUB

PARKS AND OPEN SPACE

1.9 MILLION VISITORS IN 2023



SCHOOLS

13,000+ STUDENTS

IDEAL LOCATIONS TO Reach youth and Their families

TRUSTED SOURCES OF INFORMATION







EDUCATION AND AWARENESS

VEITER

INCREASE AWARENESS OF OPPORTUNITIES

Collaborative messaging

Social media

E-newsletters

Print newsletters and other publications

Joint resolutions



Cryptocurrency/Bitcoin scams all share the common goal of deceiving individuals into parting with their hard-earned money or sensitive information. According to a recent report by the Better Business Bureau, about 80 percent of Americans targeted in crypto and investment scams last year lost money, with a median dollar loss of \$3,800.





KEY TAKEAWAYS

- Collaboration is key communicate regularly
- Utilize media appropriate for different groups
- Be creative
- Meet people where they are





THANK YOU