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
A UNIQUE CITY
MIX OF POPULATIONS
COLLABORATIVE INITIATIVES
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
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
INCREASE AWARENESS OF OPPORTUNITIES

Collaborative messaging

Social media

E-newsletters

Print newsletters and other publications

Joint resolutions
KEY TAKEAWAYS

• Collaboration is key – communicate regularly
• Utilize media appropriate for different groups
• Be creative
• Meet people where they are
THANK YOU