



EDB Diversity, Equity, Belonging and Accessibility Standing (DEBA) Committee

Wednesday, September 27, 2023 at 9am

EDB office

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Santa Rosa, CA, 94501

Contact juanita.fong@sonoma-county.org for any special accommodations needed

Meeting Book - EDB Diversity, Equity, Belonging and Accessibility Standing (DEBA) Committee

EDB Diversity, Equity, Belonging and Accessibility Standing (DEBA) Committee

I. CALL TO ORDER/ROLL CALL

II. CONSENT ITEMS

July 26, 2023 Minutes

August 23, 2023 Minutes

III. UPDATES

A. ARPA

B. EDB 3.0

C. EDB RUBRIC

a. EDB 3.0 racial equity analysis

IV. COMMITTEE BUSINESS

A. Items for next meeting

V. NEW BUSINESS

VI. PUBLIC COMMENTS ON MATTERS NOT LISTED ON THE AGENDA BUT WITHIN THE SUBJECT MATTER OF THE BOARD

Comments are restricted to matters within the Board's jurisdiction. Each person is usually granted time to speak at the discretion of the Chair. Any additional public comments will be heard at the conclusion of the meeting. While members of the public are welcome to address the Board, under the brown Act, Board members may not deliberate or take action on items not on the agenda

VII. ADJORN - NEXT SCHEDULED MEETING - Wednesday, September 27, 2023

Economic Development Board
Diversity, Equity, Belonging and Accessibility Standing Committee (DEBA)
Meeting Minutes

Wednesday, July 26, 2023 @ 9am

I. CALL TO ORDER/ROLL CALL

Regina Mahiri, Chair called to order the Diversity, Equity, Belonging and Accessibility (DEBA) Standing Committee meeting at 9:03 a.m.

The following EDB Board members were present Regina Mahiri, Jorge Alcazar, Kathryn Hecht

The following EDB staff members were present Lauren Cartwright, Marcos Suarez, Juanita Fong, Lindsey Collins, Ethan Brown

II. CONSENT ITEMS

A. Meeting minutes from June28 were approved.

Motion: Kathryn Hecht Second: Jorge Alcazar
Yay: 3 Nay:0 Abstained: 0

III. UPDATES

A. ARPA

a. Business Diversity Consultant

No other proposals have been received. Committee advised to move forward with Marlene Orozco's for consultant position.

b. Business Diversity Project Coordinator

Lauren shared a timeline and list of proposed duties for the recruitment process. Expected start date for the coordinator position is early September.

B. EDB 3.0

Committee discussed current work being done while collaborating with outside parties. Ethan is meeting with Oscar Chaver (Community Foundation Sonoma), Peter Rumble (Santa Rosa Metro Chamber) and Jim Mayer (Mayer Consulting; currently consulting for EDB) to discuss next steps assessing our current structure, finding efficiencies, and creating capacity.

C. EDB RUBRIC



BOARD OF DIRECTORS:

KATHRYN HECHT, CHAIR - JORGE ALCAZAR - SKIP BRAND - BETZY CHAVEZ- LINDA KACHIU
WAYNE LEACH - JORDAN KIVELSTADT - RICHARD MARZO - REGINA MAHIRI - NICK SCHWANZ
ETHAN BROWN, EDB EXECUTIVE DIRECTOR

Ethan explained the County's current process for recruitments and broke down the hiring process and required criteria. Committee discussed different ways to incorporate a rubric to diversify the hiring process and what lenses are being used in this process.

Committee discussed GARE tool kit previously referenced in earlier meetings and how to use that as reference for creating EDB's own rubric.

Regina asked committee members to review GARE tool kit and NERRC documents distributed in a previous meeting come up with questions.

IV. COMMITTEE BUSINESS

A. Items for next meeting

- a. Review of GARE and NERC rubrics

V. ADJOURNMENT

Regina Mahiri, adjourned the meeting at 10:05 am.



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WAYNE LEACH - JORDAN KIVELSTADT - RICHARD MARZO - REGINA MAHIRI - NICK SCHWANZ
ETHAN BROWN, EDB EXECUTIVE DIRECTOR

Economic Development Board
Diversity, Equity, Belonging and Accessibility Standing Committee (DEBA)
Meeting Minutes

Wednesday, August 23, 2023 @ 9am

I. CALL TO ORDER/ROLL CALL

The Diversity, Equity, Belonging and Accessibility (DEBA) Standing Committee meeting was called to order at 9:05 a.m.

The following EDB Board members were present Jorge Alcazar, Kathryn Hecht

The following EDB staff members were present Lauren Cartwright, Marcos Suarez, Juanita Fong, Lindsey Collins, Ethan Brown

II. CONSENT ITEMS

- A. Meeting minutes from July 26 were not approved.

III. UPDATES

- A. EDB RUBRIC and EDB 3.0

Ethan explained the County's current process for recruitments and broke down the hiring process and required criteria. Ethan discussed and reviewed the EDB 3.0: action plan for racial and equity analysis. The in-depth discussions included the use of EDB 3.0 in the creation the EDB Equity Rubric as well as the real-life difficulties and limitations encountered while trying to put forth an equitable recruitment. Limitations such as data reported tells us there are disparities but does not tell us the root causes. Difficulties being ability to collect helpful data due to resistance and mistrust of government in combination with the personal nature of the questions.

Committee discussed in depth the step-by-step analysis of the EDB 3.0 racial equity analysis plan and actions needed to move forward.

IV. COMMITTEE BUSINESS

- A. Items for next meeting
 - a. Further review of *Racial Equity Analysis: EDB 3.0* and action items for attaining accurate data.

V. ADJOURNMENT

Meeting adjourned at 10:05 am.



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Step 1: What is your proposal and the desired results and outcomes?

1. Describe the policy, program, practice, or budget decision (for the sake of brevity, we refer to this as a “proposal” in the remainder of these steps)

EDB 3.0 proposes that the County utilize the Economic Development Board (EDB) to serve as a backbone organization to align various strategic efforts and initiatives with an economic development nexus. Through community outreach, three primary domains of economic importance have been identified as a focus:

- Education and Workforce Development
- Jobs and Business Development
- Housing and Community Development

2. What are the intended results (in the community) and outcomes (within your own organization)?

Community: The ability to thrive in Sonoma County as a resident and worker as full participants in an inclusive and resilient economy

Organization: Recognition as an accomplished leader in providing resources, information/data, and action around shared goals

3. What does this proposal have an ability to impact?

Children and youth
Community engagement
Economic development
Education
Environment
Food access and affordability
Government practices

Housing
Jobs
Planning / development
Utilities
Workforce equity

Step 2: What's the data? What does the data tell us?

1. Will the proposal have impacts in specific geographic areas (neighborhoods, areas, or regions)? What are the racial demographics of those living in the area?

The impacted area is Sonoma County. 2020 Census data indicates that the ethnic and racial distribution is:

- 63% White
- 27% Hispanic or Latino
- 5% Asian
- 4% Two or more races
- 2% American Indian or Alaska Native
- 2% Black
- 0.4% Native Hawaiian or other Pacific Islander

2. What does population level data, including quantitative and qualitative data, tell you about existing racial inequities? What does it tell you about root causes or factors influencing racial inequities?

This proposal discusses racial inequities across issues of education, workforce, housing-issues that perpetuate cycles of inequity. The data tells us that there are major equity issues across these domains that deserve attention.

With respect to education, only 45% of third graders in Sonoma County meet or exceed literacy or math standards. When the data is split by race, a large disparity is evident among Latino students (30% literacy, 32% math) vs. white students (60% literacy, 58% math).

A primary path to wealth creation, home ownership, is not shared equally among County residents either. While 66% of White and Asian residents own their homes, only 39% of Latinos and 34% of Black residents do.

Finally, nearly one in three workers in Sonoma County (32.8%) make less than \$18 an hour – most of them earning minimum wage.

3. What performance level data do you have available for your proposal? This should include data associated with existing programs or policies.

Currently available and proposed data is cited widely throughout the Action Plan.

4. Are there data gaps? What additional data would be helpful in analyzing the proposal? If so, how can you obtain better data?

The proposal includes a recommendation to curate data capacity and ensure that it is shared among partners and the community to better inform decisions, engage the public and track progress.

Step 3: How have communities been engaged? Are there opportunities to expand engagement?

1. Who are the most affected community members who are concerned with or have experience related to this proposal? How have you involved these community members in the development of this proposal?

Though this proposal would ostensibly provide benefits to the entire community, there is a specific focus on traditionally underserved populations and associated health and wealth gaps.

The community was engaged in the creation of this plan through a Steering Committee that met twice and one two-hour focus group. In total, roughly 70 individuals with diverse backgrounds and lived experiences were intentionally included in the engagement process. Feedback from these individuals supported a focus on the three primary economic drivers included in the plan, with a particular focus on equity and inclusion. Due to the brief timeline under which this process took place, further outreach to businesses, workers and families is proposed on an ongoing basis in “Recommendation 4”..

2. What has your engagement process told you about the burdens or benefits for different groups?

Input from steering committee, the public, and members of the EDB team who work closely with economic development issues in Sonoma County led EDB 3.0 to its focus on “Education and Workforce,” “Jobs and Businesses,” “Housing and Community,” and the inequities that exist across these issues in Sonoma County. The proposal is geared towards benefiting those who are currently disadvantaged in these areas. See “Methodology”, “Background”, and previously noted subsections of “Achieving Systems-Scale Impact” in the Action Plan.

3. What has your engagement process told you about the factors that produce or perpetuate racial inequity related to this proposal?

At a very high level, and using anecdotal input, lack of an intentional focus, missing/uncollected data, and lack of inclusion have all been factors that produce and perpetuate inequities.

Step 4: What are your strategies for advancing racial equity?

- 1. Given what you have learned from research and stakeholder involvement, how will the proposal increase or decrease racial equity? Who would benefit from or be burdened by your proposal?**

This proposal would increase racial equity by supporting initiatives in “education and workforce development, jobs and business development, and housing and community development.” Through a connected and networked approach. Research discussed previously has highlighted that the members of the community who suffer most in these areas are disproportionately minority and historically marginalized communities, making them important areas of focus. See “Recommendations” section, especially “Toward an Inclusive and Resilient Economy”.

- 2. What are potential unintended consequences? What are the ways in which your proposal could be modified to enhance positive impacts or reduce negative impacts?**

An unintended consequence of EDB 3.0 could occur if marginalized communities (or the organizations that represent them) are not included in planning and evaluation processes from day one. This could create an even larger structure of institutions and individuals that while well intended, may miss the mark in terms of truly inclusive economic development.

- 3. Are there complementary strategies that you can implement? What are ways in which existing partnerships could be strengthened to maximize impact in the community? How will you partner with stakeholders for long-term positive change?**

Recommendations 1 and 3 focus on supporting the EDB’s current functions and role within the business community, while strengthening communications capabilities to provide transparency and obtain/maintain community engagement.

- 4. Are the impacts aligned with your community outcomes defined in Step #1?**

Yes

Step 5: What is your plan for implementation?

1. Describe your plan for implementation.

Staff has outlined a timeline for implementation in three month increments over an 18 month period. This includes operational/organizational elements, an assessment of capacity, and augmenting current resources, if necessary.

2. Is your plan:

Realistic?

Adequately funded?

Adequately resourced with personnel?

Adequately resourced with mechanisms to ensure successful implementation and enforcement?

Adequately resourced to ensure on-going data collection, public reporting, and community engagement?

If the answer to any of these questions is no, what resources or actions are needed?

The Action Plan is a first step. If approved, it is proposed that staff would perform an organizational analysis and work plan within the first three months.

Step 6: How will you ensure accountability, communicate, and evaluate results?

1. How will impacts be documented and evaluated? Are you achieving the anticipated outcomes? Are you having impact in the community?

Tracking and evaluating progress is discussed specifically in Recommendations 1 and 2: Curate Data Capacity, Link Data and Analytics. A key component of these recommendations is that the data should be shared and linked with other organizations, with the EDB acting as a hub, working with peer agencies to improve the quality and accessibility of the data.

2. What are your messages and communication strategies that will help advance racial equity?

Better communication will more effectively surface needs, provide for shared lessons, promote successes, and foster trust in local public and private organizations that serve the community.

3. How will you continue to partner and deepen relationships with communities to make sure your work to advance racial equity is working and sustainable for the long haul?

Partnerships with proper support, aligned goals, communication, and results monitoring will ensure commitment to the goal of racial equity in the long-run. The goal of partnership and community engagement as a means of achieving racial equity is central to this plan.