

Building and Maintaining
An Equity Mindset in Local Government

July 28, 2020

Moderator



Karen Pinkos
City Manager
City of El Cerrito, CA
ICMA Past President

Speakers



Jonathan Butler
Equity Manager
City of San Antonio, TX



Anita Jones-McNair
Director of Recreation, Parks, & Cultural Resources/
Race and Equity Officer
Town of Carrboro, NC



Siri Russell
Director, Office of Equity & Inclusion
County of Albemarle, VA

Community Profiles



BUILDING AND MAINTAINING AN EQUITY MINDSET IN GOVERNMENT

ICMA

Jonathan Butler
Equity Manager



CITY OF SAN ANTONIO
OFFICE OF EQUITY

WHERE I'M FROM



Native Atlantan/Emory University B.A.

JD, GA and VA Bar

Chattanooga-Neighborhoods

TN to TX and DEI 20 years

Poet, Golfer, Lover of Live Music

SAN ANTONIO IN BRIEF

- Population of 1.5 million
- 2nd largest city in Texas
- 7th largest city in U.S.
- 13,000 City Employees
- 40 City Departments
- \$2.9 Billion Budget
- City Manager, Mayor, 10 City Council Members



CITY OF SAN ANTONIO
OFFICE OF EQUITY



OFFICE OF EQUITY STRUCTURE



Chief Equity Officer
Zan Gibbs

**Senior
Administrative
Assistant**



Equity Manager
Amy Casso



Equity Manager
Jonathan Malagon



Equity Manager
Jonathan Butler

EQUITY MANAGERS



- Support the implementation of equity initiatives citywide
- Promote and measure the impact of social justice policies, practices and procedures throughout City departments
- Liaise with Departments
My 12: Economic Dev., Neighborhood & Housing, Planning, Innovation, Solid Waste, City Clerk, Public Affairs, Convention & Sports, City Attorney, Risk, Aviation, Municipal Courts

OFFICE OF EQUITY

- Primarily Inward Facing Department
- Support and Service the City's Non-Discrimination Ordinance
- Occasionally Host, Participate, and Co-sponsor events

OFFICE OF EQUITY

A Citywide Office whose purpose is to:

- **Normalize** concepts of social justice within city government;
- **Organize** staff around advancing equity in their Departments, and
- **Operationalize** equitable policies, programs and procedures within city government.



CITY OF SAN ANTONIO
OFFICE OF EQUITY

OFFICE OF EQUITY STRATEGIES

EQUITY WORKPLAN

Normalize

Training

City Staff as
Equity Trainers

Organize

Citywide Equity
Committee

Equity Resources
in Departments

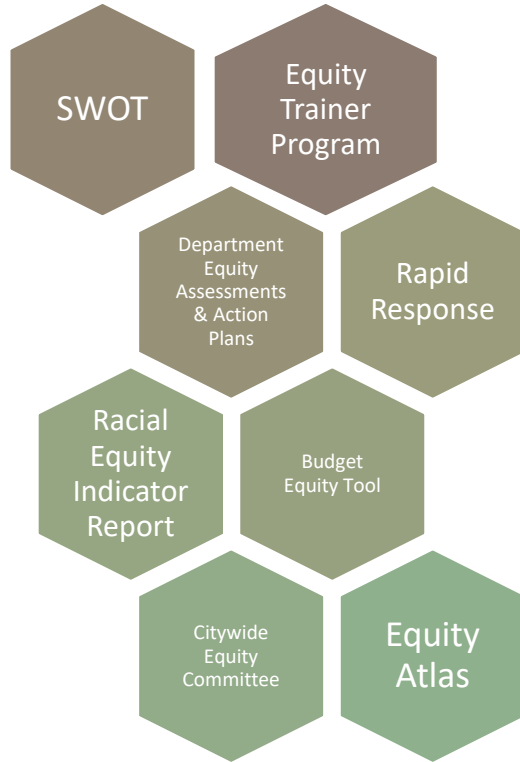
Operationalize

Department
Strategies

Equity
Assessments,
Plans, Tools



TOOLS



Applying and Equity Lens
through tools



HIGHLIGHTS

- **COVID Equity Action Team**
- **Economic Response and Recovery**
- **Housing Risk Mitigation Funds**
- **Free Mask Distribution – 16k+!**
- **Language Access**
- **Health Transition Team Report**
- **Economic Transition Team Report**
- **Anti-Hate Efforts and Council Resolution**

THANK YOU JONATHAN BUTLER

Jonathan.Butler@SanAntonio.gov
210-207-8967



CARRBORO, NC



BACKGROUND

- Brief background of Recreation Parks and Cultural Resources Director – Race and Equity Officer
-

- Town timeline - in October of 2018

a) **Carrboro Town Council** - continues to be the catalysts for this work – equity mindset!

b) **Race and Equity logo** –



c) **Vision statement** - *The Town of Carrboro envisions being a community where race does not determine outcomes and all have equitable opportunities and resources. We envision a time when participation in community events, programs and advisory boards represent community demographics. All will feel safe, secure and know their voice is valued. We strive to be an inclusive and open-minded organization that has a culture created by its diverse staff, which serves the public through a social (racial) justice lens.*

BACKGROUND

Town of Carrboro
Population – 21,190
Census data (July 1, 2019)

White (not Hispanic or Latinx) 65%

Black or African American 12%

Native American 1%

Asian 10%

Hispanic or Latinx 8%

Two or more races 4%



TIMELINE

October 2018 - Board of Aldermen discussed equity and how can it be integrated within town governance.

Outcomes

Join GARE (Government Alliance of Race and Equity)

Create a Plan of Action prior to the budget process

Manager appointed Team Lead

November 2018- June 2019

Updates

Created CORE Team and began training

Requested \$25,00 in upcoming the budget for GARE Membership and participation in learning cohort

Shared initiative with town staff and community. Created a town-wide file to serve as a resource for staff

Town staff completed survey on racial equity

July 2019 – December 2019

Updates

CORE Team began participation in North Carolina Learning Cohort

Created Vision Statement and Logo

Share regular training summary with Town's Leadership Team

Pursued Regional Partnerships and networking opportunities

TIMELINE CONTINUATION

January - May 2020 Updates

Recreation, Parks & Cultural Resources Director – Race and Equity Officer position created

The Council discussed how COVID-19 is disproportionately affecting Blacks, Latinos and other underserved and marginalized communities

Outcomes - Partner with the County, non-profit organizations and donors to distribute resources and provide services

Mayor read a letter in council meeting from Police Chief in response to the killing of George Floyd and

June – July 2020 Updates

Moment of silence -Brianna Taylor, Ahmaud Arbery and George Floyd in honor of their lives and the fight for justice for Black lives

Council discussed Policing. **Outcomes** – Create a Citizen Police Review Task Force to evaluate and recommend practices, funding and vacancies

Update Communication Plan to Inclusive Carrboro Communications & Community Engagement Plan

Council approved Juneteenth as a paid Town holiday

Black Lives Matter flags are displayed and lights shine on Town Hall building

July – November 2020 Other Council Requests and Next Steps

“END RACISM NOW” Mural approved on town street in support of Black Lives Matter. Awaiting approval - Federal Highway Administration

Investigate public benefit vs public charge rule for those who are on track for a green card, what are implications?

Provide voter registration education including how to register for absentee voting

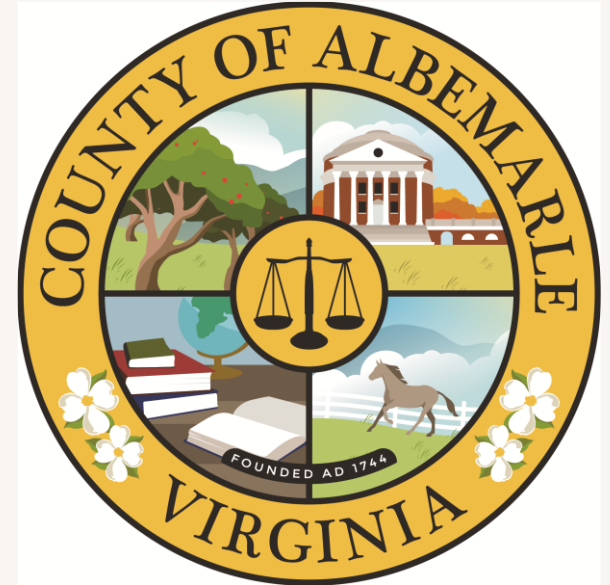
Develop a Plan of Action to support Minority Businesses

Evaluate Town practices and policies
Develop a Town Equity Plan

Albemarle

County, VA

Office of Equity and Inclusion



Hey girl, hey!

- Mother
- Failed yogi
- Designated black board member
- Sociology enthusiast
- Student of community/economic development
- Professional junk drawer
- Wannabe Power Ranger



About Albemarle County, VA



01 ~110,000 humans

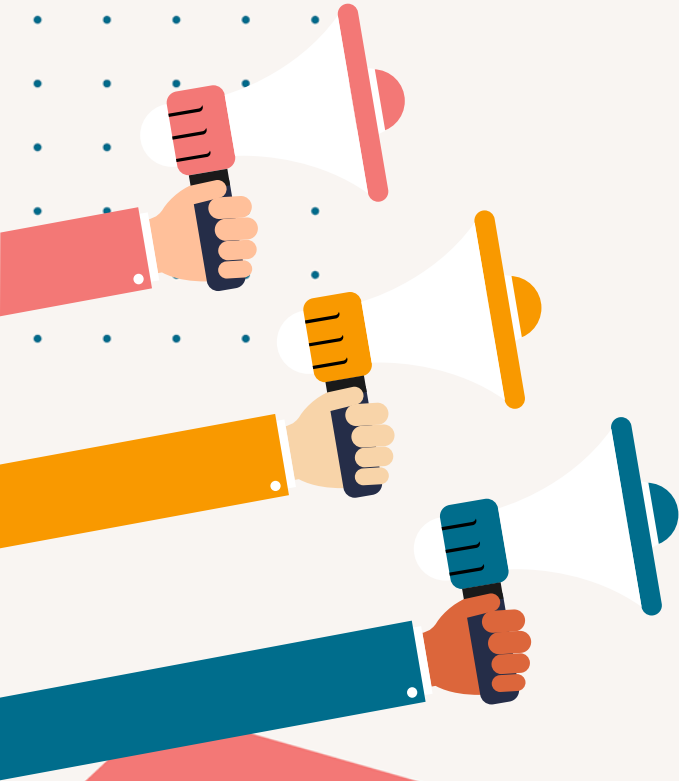
02 Urban/Rural
Interdependency

03 Steeped in History

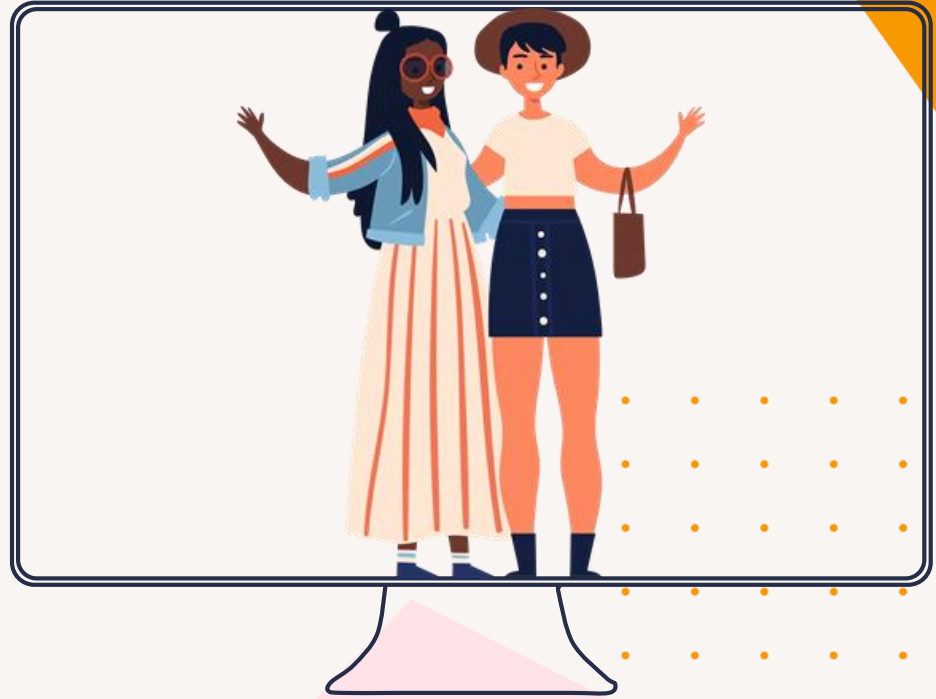
04 On Our Growing Edge

Mission

To enhance the well-being and quality of life for **all** citizens through the provision of the highest level of public service consistent with the prudent use of public funds.



Let's Get in
Formation
Driving Equity in
Albemarle County





DIVERSITY

of people,
perspectives



EQUITY

in policy, practice
& position

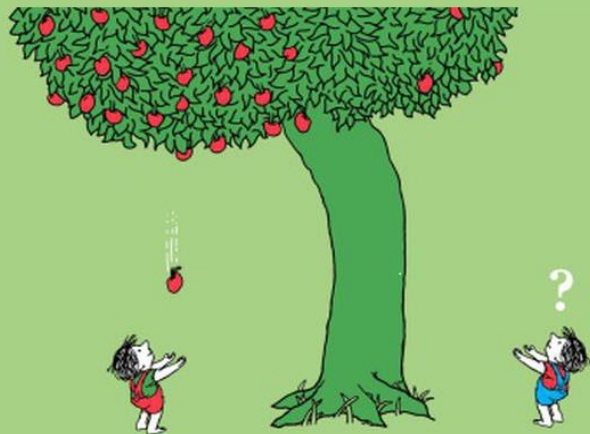


INCLUSION

via power, voice &
organizational culture



1



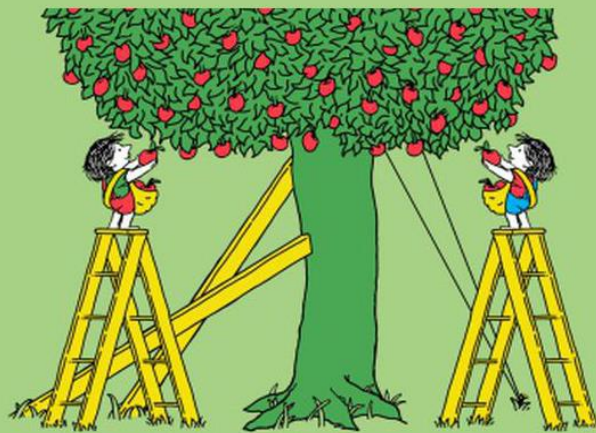
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Internal Capacity



- Affinity Groups
- Quarterly 21 Day Challenge
- 10 Month Racial Equity Training
- Thought Partnership
- Equity Roadshow
- Breakfast Club

External Outcomes



- Gender Inclusive Ordinance
- Equity Impact Assessment
- Language Accessibility
- Grant-making
- COVID Recovery



Siri Russell srussell@albemarle.org

Moderator-led Q&A

Questions
Answers

Q&A

- 1. What are your top issues and biggest challenges doing this work?**

Q&A

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2. **How do you get buy-in from leadership and staff?**

Q&A

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2. How do you get buy-in from leadership and staff?
3. **How do you overcome challenges within your community?**

Q&A

1. What are your top issues and biggest challenges doing this work?
2. How do you get buy-in from leadership and staff?
3. How do you overcome challenges within your community?
4. **How can you do this work in a community regardless of size?**

Audience Q&A

Questions
Answers

ICMA

INTERNATIONAL CITY/COUNTY
MANAGEMENT ASSOCIATION