

The New Multi-Cultural: *From Sugar Plantation to Global City*

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ICMA Conference Presenters



“Sneak Peek” of Presentation

- History
- Response to Shifting Demographics
- Looking to the Future
- Challenges
- Lessons

1820s: The Birth of Sugar Land



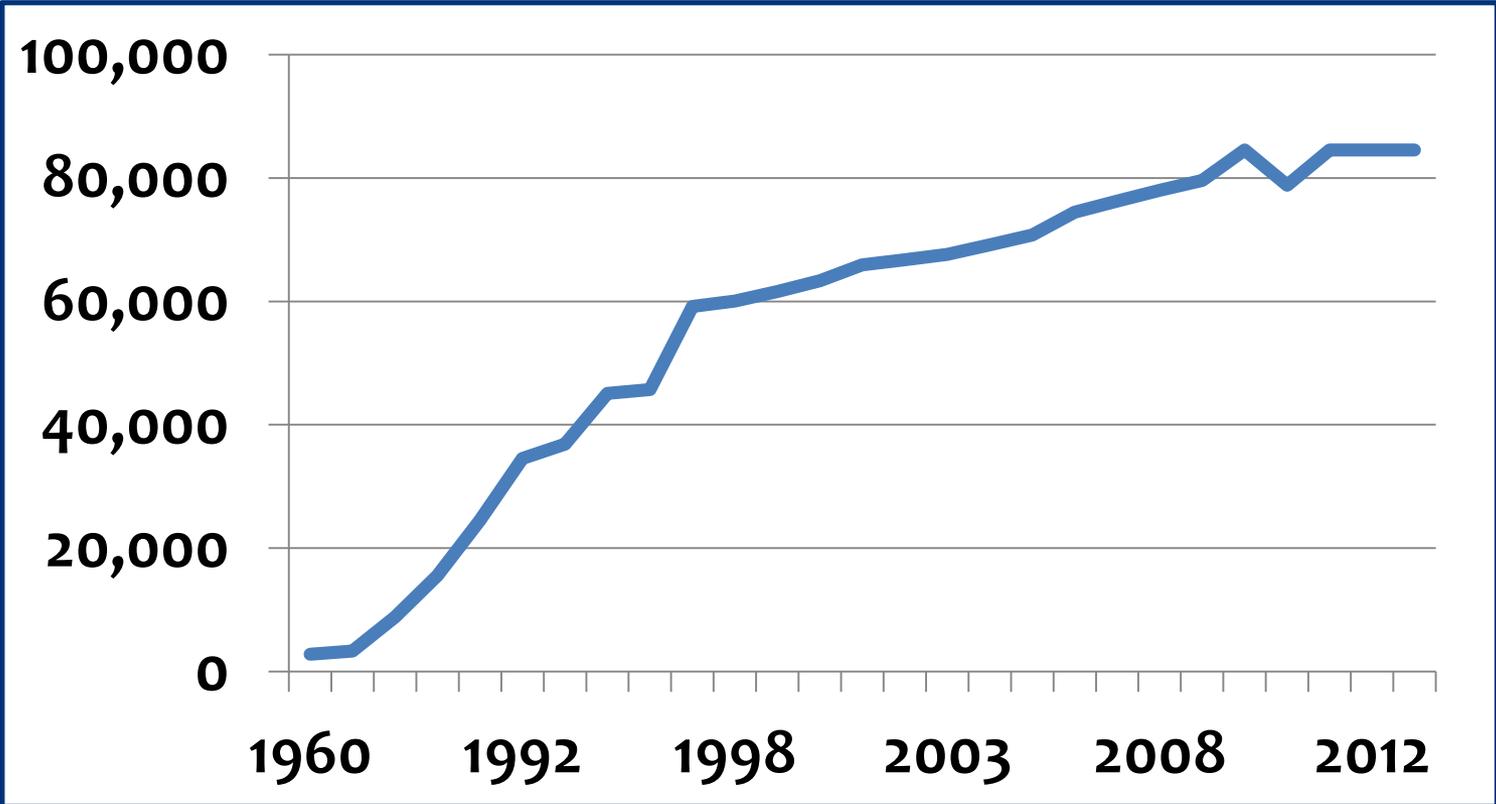
1908-1950s: Company Town



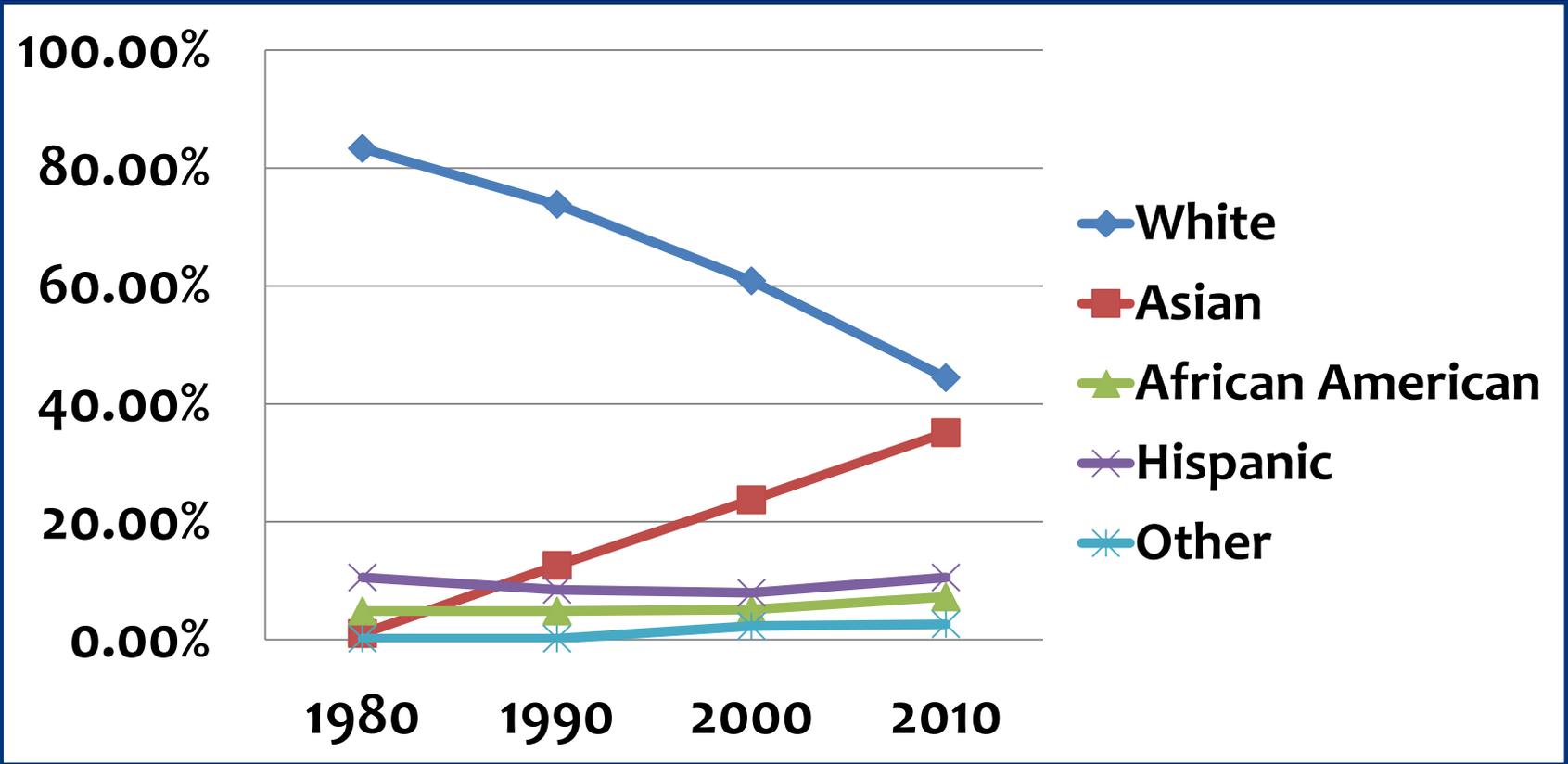
1959: A City Emerges



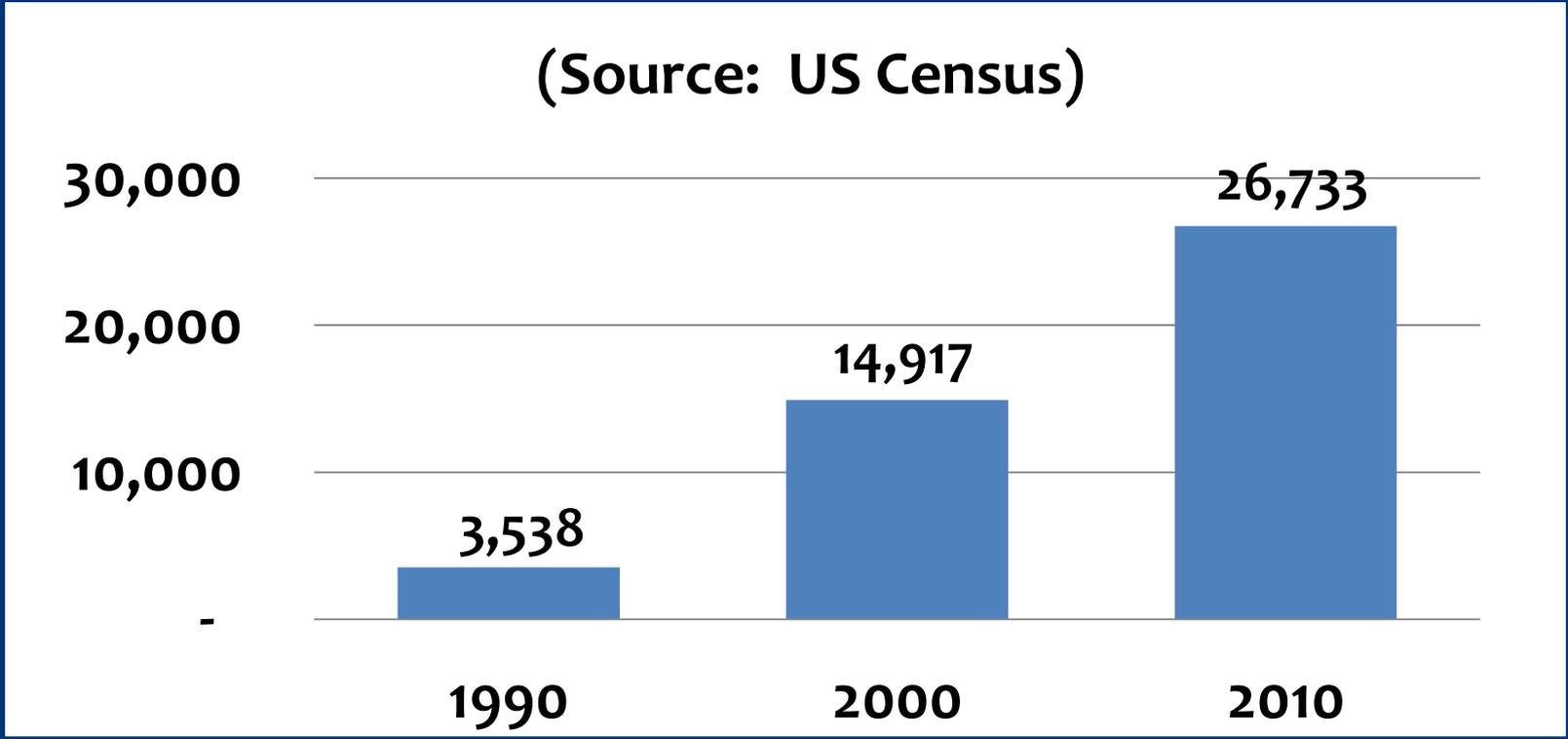
Rapidly Growing City



Shifting Demographics



Increasing Foreign Born Residents



Context of Demographics

- Owner-Occupied Housing Units: 82.5%
- Median Household Income: \$101,611
- Bachelor's Degree: 33.5%
- Master's, Prof. or Doctorate Degree: 20.8%

City Response to Changes

- 2007: “Inclusive City” Identified as a Goal by the City Council
- 2008: Institutionalization of Multi-Cultural Efforts at Staff Level
 - *City Manager’s Multi-Cultural Advisory Team*
 - *Employee Multi-Cultural Task Force*

Three Program Objectives

- Enhance Ability to Meet Needs of All Residents
- Promote an Understanding of All Cultures
- Build Opportunities to Share Sugar Land, Texan and American Traditions

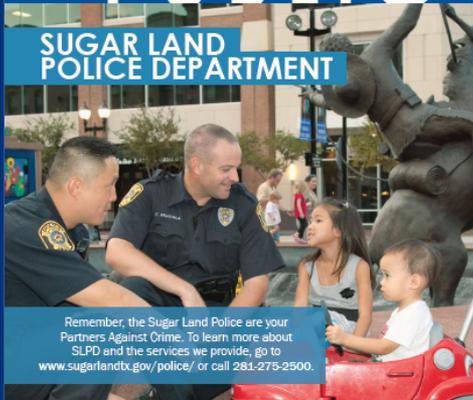
“101” Sessions



Two-Way Communication Brochure

PUBLIC SAFETY SERVICES

SUGAR LAND POLICE DEPARTMENT



Remember, the Sugar Land Police are your Partners Against Crime. To learn more about SLPD and the services we provide, go to www.sugarlandtx.gov/police/ or call 281-275-2500.

The Sugar Land Police Department is committed to providing exceptional public safety services to residents emphasizing:

- Crime Prevention
- Public Education
- Community Partnerships

Sugar Land Police officers are trained to keep our community safe and enhance the quality of life for everyone. You can expect respect, professionalism and courtesy.

Safety is Our #1 Concern

Officers are trained to place a great deal of emphasis on your safety and theirs to protect the public. Law enforcement can be a difficult and dangerous profession. Scores of police officers are killed each year and hundreds more are injured and assaulted. For these reasons, police officers are professional but at times extremely cautious.

Our police officers follow strict procedures which may sometimes appear standoffish, impolite or offensive to some citizens. Even though you have no intent to harm the police officer, he or she will probably maintain a defensive posture until the officer feels that there is no risk of confrontation or injury. Please don't misunderstand or take it personally. Your safety and the officer's are equally important.

SLPD Traffic Stops

Your safety and the safety of others is the primary reason for being pulled over by police. There is no such thing as a "routine" traffic stop, so every precaution is taken.

As soon as you notice flashing emergency lights:

- Pull over to the side of the road and stop when it is safe.
- Stay in your vehicle. Do not exit your vehicle or approach the officer because it may be perceived as a threat.
- Keep your hands where officers can see them - preferably on the steering wheel. Reaching under your seat or into your glove box may cause the officer to assume you are reaching for a weapon.
- You will be asked to provide your license and proof of insurance to the officer.
- Answer all questions honestly, be patient and respectful. Information pertaining to prior arrests or traffic violations will be easily verified via the police dispatcher.
- If you are issued a ticket, the officer will explain why and your options for resolving it.

Criminal Investigations - What to Expect

Criminal investigations often involve our police officers looking for a suspect, a witness or a suspicious vehicle. Police officers will ask questions that may seem intrusive but are necessary to assist in solving crimes. Your answers are always confidential.

Do not be alarmed if investigators stop you when approaching a crime scene. Officers will put up barriers, like yellow crime scene tape, to prevent entry to areas where evidence is located. This is important to preserve or protect evidence during an investigation.



SUGAR LAND FIRE DEPARTMENT

The Sugar Land Fire Department is committed to providing superior fire protection and emergency services through a range of programs designed to protect the life, health, property, environment and public safety of residents:

- Fire Prevention/Suppression
- Emergency Medical Services
- Public Education
- Fire Code Enforcement

Whether it is responding rapidly to a medical, accident or fire emergency, saving lives is the Fire Department's number one priority.

Emergency Medical Services

When fire fighters arrive on the scene, the ultimate goal is to improve the person's chance of survival. As first responders trained in emergency medical services, fire fighters often administer CPR to people having cardiovascular and/or respiratory emergencies and complete physical assessments of patients, both of which require them to touch and make eye contact with the patient.

The emergency responder will ask questions about the person's medical history, medications he or she has taken and physician phone numbers. This information, although very private, is critical to help expedite emergency medical treatment and stabilize the patient until an ambulance arrives.

Fire Investigation - What to Expect

During a fire investigation, investigators will interview all eyewitnesses, so be prepared to provide as much information as you can. Although the interrogation process may at times be intense and uncomfortable, the information you provide can be critical to determining the origin and cause of the fire.

If an unsafe or dangerous condition exists and/or evidence has to be collected, emergency personnel will keep people off the premises. This includes not allowing home or business owners back into the structure until the condition is resolved. The goal is to keep you safe and prevent additional harm or injury to you and your loved ones.

To learn more about the Sugar Land Fire Department and the services we provide, go to www.sugarlandtx.gov/fire/ or call 281-275-2873.

Continued Public Safety Efforts



Creation of Kite Festival



Sponsorship of Dragon Boat Regatta



Participation in International Festival



Cross-Cultural Participation in Events



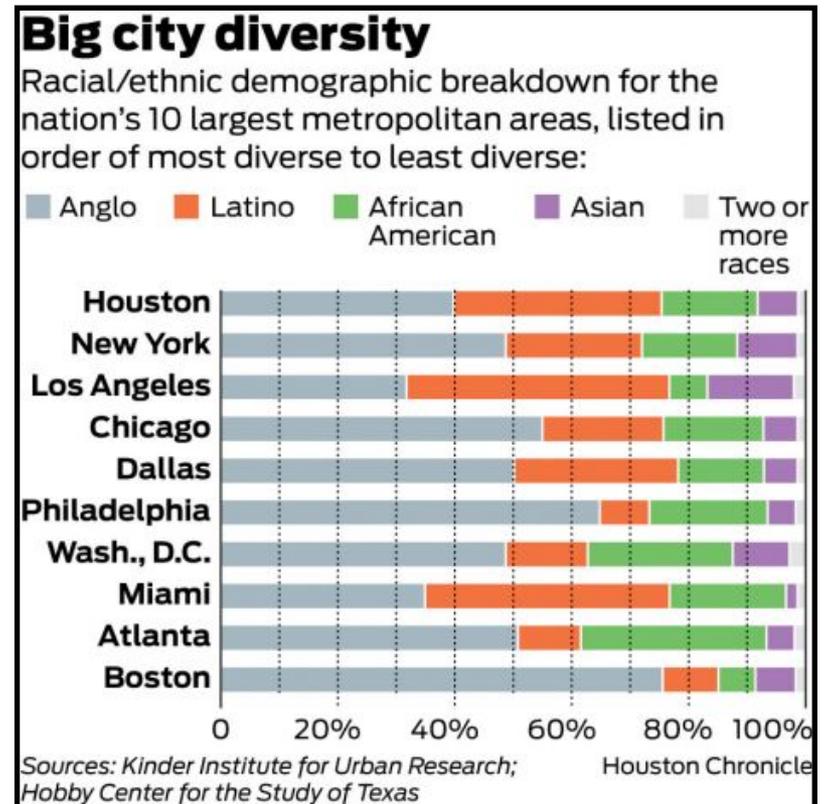
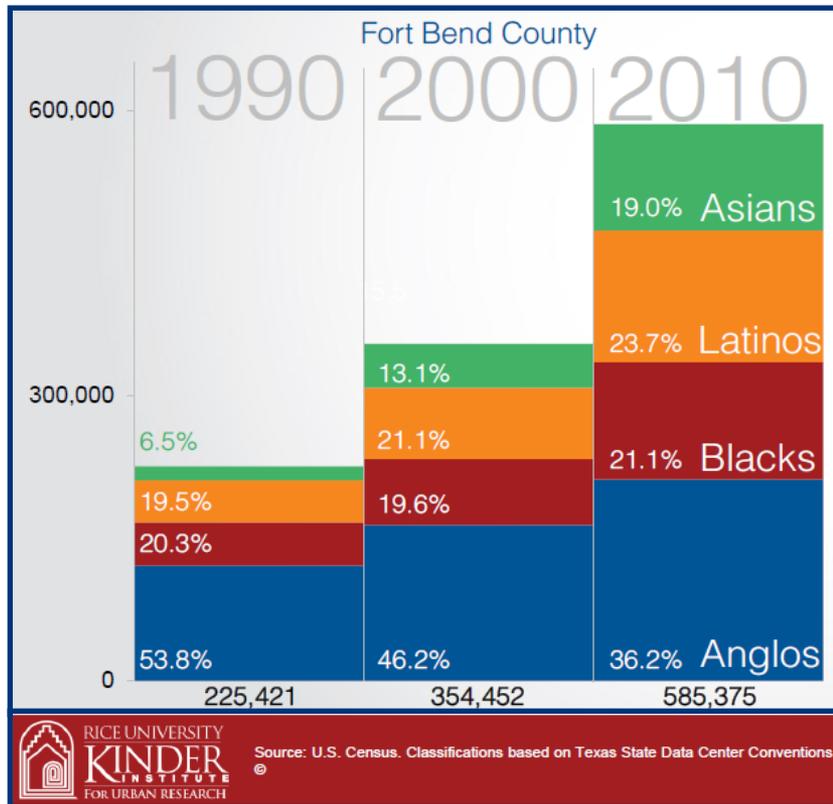
Key Successes for Sugar Land

- Increased Citizen Engagement
- Public Service Improvements
- Enhanced Communications with Residents

Looking to the Future

- Continued Growth & Change
 - *Sugar Land*
 - *Fort Bend County*
 - *Houston Metro*
 - *United States*

Fort Bend Co. & Houston Metro



Challenges

- No Examples to Follow
- Confusing Census Calculations
- Potential for Pushback
- How to Avoid Self-Fulfilling Prophecies

Lessons

- Establish Goals
- Be Willing to Admit Ignorance
- Learn from the Past
- Focus on Citizen Engagement
- Look for Ways to Build Community
- Continue Learning & Share Lessons

Questions/Comments?

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