



Sunnyvale

# Cultural Inclusion Study

## LRS 19-03

Library and Recreation Services  
City Council  
May 4, 2021



# Cultural Inclusion Study Overview

---

*Study Issue LRS 19-03*

Organizational Assessment

Best Practices

Program Enhancement



Sunnyvale

# Organizational Assessment

# Organizational Summary

---

- City of Sunnyvale has celebrated diversity for many years
- Efforts at the department, program and work unit level
- In January 2021, Council established Equity, Access and Inclusion as one of six Council Policy Priorities
- No City-wide framework aligning services to ensure equitable outcomes





Sunnyvale

# Best Practices

# Best Practices

---

- Adopt and implement a policy framework
- Provide training
- Commit resources
- Develop and evaluate programs/services



# Best Practices – National Frameworks

---

- Create a Core Team
- Create a mechanism for community engagement
- Conduct regular meaningful outreach to identify community needs, gather input on service response
- Incorporate cultural inclusion components into outreach events







# Comparisons

	Staffing	Budget
Los Gatos	No staff added	No new budget allocation
Mountain View	P/T, limited research fellow	\$200,000 one-time funding
Palo Alto	No staff added	\$500,000 one-time funding
Redwood City	Equity & Inclusion Mgr funded for 2 yrs	\$350,000 start up plus \$100,000 annually
Santa Clara	No staff added	no new budget allocation
San Jose	Office of Racial Equity, 1 Director & 3 staff	\$1M annually
Sunnyvale	No staff added	No current budget allocations

# Comparisons

	Community Involvement
Los Gatos	No new commission/board
Mountain View	New Public Safety Advisory Board made up of residents
Palo Alto	Ad Hoc community committees on police policies and diversity & inclusion
Redwood City	No new commission/board
Santa Clara	Citizen Task Force on Diversity, Equity & Inclusion
San Jose	No new commission/board
Sunnyvale	No new commission/board

# Comparisons

	Work Plan	Community Events/Outreach
Los Gatos	Added Racial, Social & Environmental Justice Element to General Plan	Through existing commissions - review workplans with DEI lens
Mountain View	Developed Racial Equity and Inclusion Action Plan	Through advisory boards, no new events
Palo Alto	Council adopted 17 recommendations on racial equity	Ongoing community conversations & school partnerships
Redwood City	Developing internal & external plans	Currently internally focused
Santa Clara	Community input/needs assessment	Ongoing community dialogue
San Jose	Workplan in development	Ongoing outreach, no new events
Sunnyvale	Council added diversity, equity & access as a strategic value in January 2021. No action steps identified yet pending budget process decisions.	Discussing options for scope of efforts



Sunnyvale

# Program Enhancements

# Option 1: Establish Core Team and training

---

## **Low Resource Allocation (\$30,000/annually)**

- Establish a core team to lead the City's efforts on cultural inclusion
- Join national inclusion organization such as GARE and Welcoming America (\$15,000)
- Core Team would create organizational policies, attend trainings and conferences, and sponsor consultant-led organization-wide inclusion training (\$15,000)

## Option 2: Cultural Event and Training

---

### **Moderate Resource Allocation (\$135,000 annually)**

- Create a signature cultural celebration event (\$55,000)
- Provide mandatory annual inclusion training for all Sunnyvale staff through on-site consultant services. (\$50,000)
- Total allocation \$135,000 (includes Option 1 @ \$30,000)

## **NEW** Option 3A: Cultural Inclusion Pilot

---

### **Significant Resource Allocation (\$425,000/year)**

- Hire an Inclusion Manager (\$235,000) + annual program costs (\$190,000) - pilot project (3-Year)
  - ◆ Inclusion Manager (3-year term limited)
  - ◆ Establish and lead a core team (\$30,000)
  - ◆ Staff training with consultant (\$50,000)
  - ◆ Lead multi-cultural event (\$55,000)
  - ◆ Conduct community engagement and other programs (\$55,000)

## Option 3B: Office of Inclusion

---

### **Significant Resource Allocation (\$750,000/annually)**

- ◆ Inclusion Manager (\$235,000), Analyst (\$195,000), office support (\$127,000) + administrative and program costs (\$193,000 for consultants, training, multi-cultural event, etc.)
- ◆ Establish and lead a core team
- ◆ Staff training with consultant
- ◆ Lead multi-cultural event
- ◆ Conduct community engagement
- ◆ Establish and lead community advisory group
- ◆ Seek grants, donations and partners



# Staff Recommendation for Budget Workshop

---

- **Option 2 (\$135,000)**

Create a core team and provide resources for a cultural event and City-wide staff training

- Justification

- ◆ Balances resource allocation during a lean budget year across this and other Council priorities
- ◆ Allows a “ramp up period” to collect community input and define issues to be addressed

# Next Steps

---

- Council questions (tonight)
- Staff recommendation included in FY 21/22 budget to be reviewed at the May 20 Budget Workshop along with other requests for funding and budget needs
- Final budget approved on June 15

