

Social Equity Goals and Strategic Objectives

Value statement: *Recognize our diverse populations within our complete community and strive for equitable public administration of services, justice and social well-being for all. Value and appreciate our differences and embrace our common humanity and contributions as the source of our town's strength.*

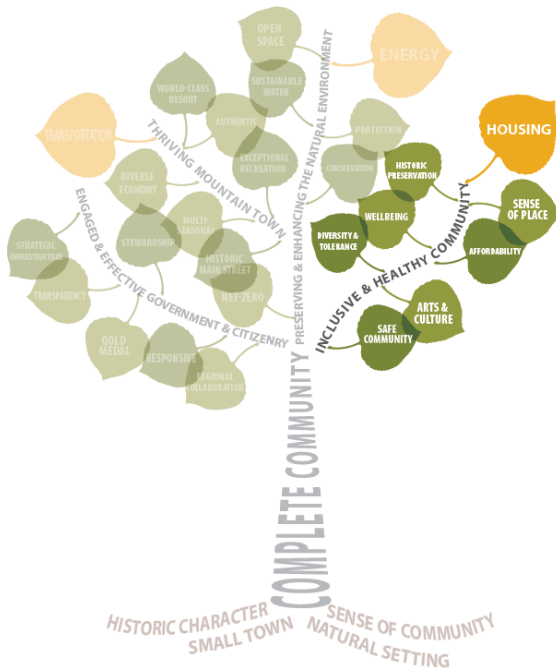
- 1. Affordability – Identify areas where the City can positively impact the cost of living**
 - a. Facilitate a range of affordable, quality housing opportunities that meet the life-cycle needs of persons at all economic levels
 - b. Support efforts for affordable, quality, and adequate childcare for all who need it
 - c. Strive for accessibility to quality healthcare (vision, mental, dental)
 - d. Continually assess fees and taxes for all socio-economic classes
- 2. Connection – Engage and empower diverse experiences to foster an inclusive, multi-cultural and -generational community**
 - a. Establish comprehensive goals and performance measures that span all of the City's departments that provide services to our diverse populations
 - b. Provide gathering spaces that connect the services of the community
 - c. Provide services that meet the diverse needs of these populations
- 3. Enhance Communication – Determine the best channels of communication and use them to engage our community members.**
 - a. Reach audience where they are at, whether it be through digital and/or interpersonal communication
 - b. Use diverse platforms and methods to deliver and receive messaging
 - c. Enhance communication between service providers
- 4. Issue Awareness - Identify and address the multi-cultural and generational groups' concerns and interests**
 - a. Identify underserved and/or most vulnerable populations
 - b. Partner with a full range of community groups and stakeholders
 - c. Educate the entire community on issues that matter to underserved populations
- 5. Reflect Community Diversity - Encourage participation and remove barriers in process of local government and community groups**
 - a. Invite all to contribute their voice in the process
 - b. Focus on integration with varying populations
 - c. Serve all demographics

Progress Report: Q1.FY18

Our Value Statement:

Recognize our diverse populations within our complete community and strive for equitable public administration of services, justice and social well-being for all. Value and appreciate our differences and embrace our common humanity and contributions as the source of our town's strength.

LONG-TERM STRATEGIC PLAN



Goals:

- Identify areas where the City can positively impact the cost of living
- Engage and empower diverse experiences to foster an inclusive, multi-cultural and -generational community
- Determine the best channels of communication and use them to engage our community members
- Identify and address the multi-cultural and generational groups' concerns and interests
- Encourage participation and remove barriers in process of local government and community groups

Next Steps:

- Community Outreach Officer will focus on the City's social media messaging to reach a broader population
- Deliver parking presentation in Spanish to restaurant workers
- Regular outreach at Senior center to inform and include in construction projects and other impacts going on around them

Accomplishments:

- Recreation fee reduction program/tracking of all participants
- Received 10K from Solomon Fund for transportation and revenue offset for fee reduction
- Provide translated City Council summaries in Spanish to Cada Domingo show on KPCW
- Charlas con Council (chats with council) at Aspen Villas
- Library updated their informational sheet into Spanish, as well as program information
- Victim Advocacy resources translated into Spanish
- Language Line for translation services when no Spanish-speaking officer or volunteer is available.
- Recently hired a Community Outreach Officer to focus on communication with diverse populations within our community.
- Community engagement partnered with PC Unidos to organize a forum for candidates.
- Community engagement partners with Project for Deeper Understanding to hold DACA / Immigration talk about November 16



Key Performance Indicator (NCS Survey)

	Percent rating positively			Comparison to other priorities	Comparison to other priorities 2017
	2013	2015	2017		
City's Performance of Diverse Community Participation	n/a	n/a	51%	Lower	n/a
City's Performance of Affordability	n/a	n/a	16%	Much Lower	Higher