



Council Meeting: April 27, 2010

SUBJECT: Status Report Evaluating Human Relations and Cultural Diversity Advisory Committee (Information Only)

BACKGROUND

On October 10, 2006, staff presented study issue RTC 06-311, *Explore Development of a Board or Commission with a Focus on Multicultural/Diversity Outreach and/or Issue*, and Council approved:

1. Utilize role of existing Boards, Commissions and Advisory Committees to further address multicultural/diversity outreach and issues. Incorporate multicultural/diversity outreach and issues as appropriate into their ongoing work plans.
2. Authorize funding (first year start-up and implementation budget of \$10,000 in the City Manager's proposed Fiscal Year 2007/08 operating budget, with funding of \$8,000 for FY 2008/09) to support staff's creation of a pilot committee on Multicultural/Diversity Outreach and Issues – Advisory to Staff.
 - The advisory committee members to be selected by staff and act in an advisory role to staff.
 - The new committee would review and make advisory recommendations on City programs, activities and possible Study issues related to multicultural/diversity and outreach.
 - The new committee would meet quarterly.
 - **Staff to return to Council with a committee evaluation report in FY 2009/10.**

In 2007, staff implemented the new Cultural Diversity Advisory Committee (CDAC) by developing by-laws, recruiting and selecting members. The first meeting of the pilot advisory committee convened on November 15, 2007. At that meeting, committee members developed goals and a work plan, including:

- Engage community members to serve on boards, commissions and committees, reflecting the diversity of the community;
- Increase cultural awareness and understanding;
- Provide staff with feedback affecting policies, services and studies.

From 2007, through 2008, the CDAC advised City staff on various identified issues and participated in community-initiated and City-sponsored outreach activities.

On January 13, 2009, staff presented study issue, RTC 09-010, *Explore Development of a Human Rights/Relations Board or Commission Advisory to Council*. Council approved broadening the scope of the CDAC to advising staff on issues arising from differences in: religion, sexual orientation, gender, socioeconomic class, age, citizenship, and intellectual ability, as well as cultural and ethnic diversity.

Since 2009, the name of the committee was changed to: *Human Relations and Cultural Diversity Advisory Committee*. The by-laws were changed to reflect opportunities for expanded representation by increasing the maximum number of members from 12 to 15 (see Attachment A: Human Relations and Cultural Diversity Advisory Committee By-laws). The recruitment for additional members was conducted in spring 2009 which brought new representation from the lesbian/gay/bisexual/transgender community, as well as new members from the Indian community.

The purpose of this report is to provide Council with a committee evaluation report, as directed by Council in October 2006.

DISCUSSION

The purpose of the Cultural Diversity Advisory Committee (CDAC) was to advise and provide input to City staff on cultural diversity issues related to City services, programs and activities. To date, the CDAC has fulfilled its role and responsibilities as defined in the by-laws.

The CDAC has advised City staff on identified issues and participated in various outreach activities (see Attachment B: Overview of Human Relations and Cultural Diversity Advisory Committee Fall 2007 through Spring 2010).

Fall 2009 marked the end of a two-year “pilot committee” term. Four of the original members chose to continue serving on the committee.

Challenges related to recruitment and retention of members has affected the committee. Although the initial recruitment drew 40 applicants, none were from the Hispanic/Latino community, which represents approximately 18 percent of the Sunnyvale population. A second recruitment effort was conducted with advertisements in Spanish-language publications. During 2008, four members resigned for various personal reasons. With constant changes in committee members, it has been difficult to develop group synergy. Another challenge with the Cultural Diversity Advisory Committee was lack of a

pressing problem. As a result, committee members expressed a desire to be more proactive in the community.

Although the committee has had challenges, the composition of the committee is diverse and representative of the greater Sunnyvale community. Heritage of members have included: Chinese, Japanese, Indian, Korean, Lebanese, Russian, Mexican, Iranian, Israeli, African-American, Turkish, and British. The group includes both long-time residents, and new immigrants learning English as a second language.

At the March 17, 2010 meeting, a committee member described the HRCDAC as analogous to an emergency preparedness program. It is important to be prepared for a disaster. In the event of an incident or crisis related to human relations and/or cultural diversity, the committee is ready to serve as a resource.

Committee members have provided valuable input to City staff on a wide variety of issues, programs and services. Discussions at meetings have reflected differing opinions and opportunities to learn from different perspectives on issues. A majority of the committee members have voiced an interest in more frequent meetings and getting more involved with activities and events.

Program measures for FY 2008/09 included a survey to determine the percent of Cultural Diversity Advisory Committee members that feel “the committee made a positive difference.” 100 percent (12 out of 12 members surveyed) responded positively.

Future Direction

At the most recent HRCDAC meeting held on March 17, 2010, members provided suggestions for the future, including:

- Arrange for a joint meeting of City advisory committees, including: Advisory Committee on Accessibility, Teen Advisory Committee, Senior Center Advisory Committee, Columbia Neighborhood Center Advisory Committee, and the Child Care Advisory Committee. The purpose of the meeting would be to foster communication and collaboration with better understanding of the different group goals and objectives.
- Continue to have special guest speakers at meetings, including a representative from the Santa Clara County Office of Human Relations.
- Continue to have City staff as speakers at meetings, including a representative from the Department of Public Safety.
- Involve youth in the committee.
- Promote the HRCDAC at City events, such as the State of the City, Hands on the Arts, Health & Safety Fair, etc.

- Support other cities' efforts in human relations and cultural diversity outreach, such as, participation in events.
- Foster opportunities for cross-cultural community interaction.

CONCLUSION

The Human Relations and Cultural Diversity Advisory Committee continues to serve an important purpose by providing advisory recommendations to staff on City programs related to cultural diversity and human relations issues to increase cultural awareness, tolerance and understanding.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site. Input from the Human Relations and Cultural Diversity Advisory Committee was solicited at their March 17, 2010 meeting.

Reviewed by:

Robert A. Walker, Assistant City Manager

Prepared by: Nathan Truitt, Community Resources Program Coordinator

Approved by:

Gary M. Luebbbers
City Manager

Attachments

- A. Human Relations and Cultural Diversity Advisory Committee By-laws
- B. Overview of Human Relations and Cultural Diversity Advisory Committee
Fall 2007 through Spring 2010



**City of Sunnyvale
Human Relations and Cultural Diversity
Advisory Committee
By-laws**

Purpose

The City of Sunnyvale's Human Relations and Cultural Diversity Advisory Committee (HRCDAC) advises and provides input to City staff ("staff") on human relations and cultural diversity issues related to City services, programs and activities.

Roles and Responsibilities

The HRCDAC will make advisory recommendations to staff on City programs, services and activities related to human relations and cultural diversity issues.

Responsibilities include, but are not limited to:

- Advising staff on emerging human relations and cultural diversity issues and community needs;
- Helping staff to evaluate the effectiveness of City services, programs and activities related to human relations and cultural diversity;
- Advising staff and serving as a resource on human relations and cultural diversity matters;
- Advising staff on outreach methods for City services, programs and activities;
- Determining ways to promote and collaborate with community groups to create diversity-related educational programs that increase cultural awareness and understanding;
- Develop methods to ensure all residents are welcome in Sunnyvale and have equal access to City services, programs and activities;
- Share ideas on effective, creative strategies to encourage civic engagement of all community members;
- Supporting staff efforts to build relationships with cultural groups and leaders in order to promote access to City services and community engagement;
- Advise staff on human relations and cultural diversity-related study issues for City Council consideration;
- HRCDAC may make advisory recommendations to staff on City programs and activities related to cultural diversity issues as they pertain to ethnic heritage, race and/or religion. Other matters affecting human relations, such as: gender, age, lifestyle, physical and/or emotional conditions may be addressed.
- HRCDAC members shall not represent the HRCDAC outside of formal HRCDAC meetings or activities;
- HRCDAC is not advisory to City Council and is not responsible for setting City policy governing cultural diversity-related issues.

Membership

The HRCDAC shall consist of no more than 15 members. Applicants must currently reside or work in Sunnyvale. Individuals currently serving on a City board, commission or advisory committee are eligible.

At the time a member is appointed to the Human Relations and Cultural Diversity Advisory Committee, he or she must meet the criteria for membership. In the event that a member no longer meets the criteria for membership (e.g., no longer resides or works in Sunnyvale), that person may no longer be eligible to serve as a member of the HRCDAC.

No individual can be appointed to, or continue to serve on the Human Relations Cultural Diversity Advisory Committee who is (or has a spouse, household member, or relative) currently employed full-time with the City of Sunnyvale, serving as a City Council member, or providing services at/with/through the City of Sunnyvale. Relatives include the parents, grandparents, children, sisters and brothers, nieces and nephews, or uncles and aunts related to the individual or individual's spouse.

HRCDAC members are City volunteers and are integrated into, and covered by, the City's volunteer program and policies. In compliance with City Policy, fingerprinting may be required.

Selection Process

An open recruitment, including an application process, will be conducted. Members shall be appointed by the Community Resources Program Coordinator in the Office of the City Manager, following review by the Assistant City Manager. When there is a vacancy on the HRCDAC, City staff shall seek applicants through open recruitment efforts. The selection of HRCDAC members shall be made according to the following guidelines:

- Selection shall be made in a fair and impartial manner.
- Reasonable effort shall be made for broad applicant recruitment to encourage applicants that are representative of the City population as a whole (e.g., gender, ethnicity, geography, age, etc.) as well as the differing needs within the community.
- Reasonable effort shall be made to ensure that the Committee's membership will be able to address the needs of a diverse community.
- All applicants must submit applications to the City of Sunnyvale's Community Resources Division, Office of the City Manager. Interviews may be required.
- Appeals should be made through the Office of the City Manager.

Terms/Vacancies

The members of the HRCDAC shall serve for a term of two (2) years. This committee advises City staff on issues related to human relations and cultural diversity in Sunnyvale. In the event of a vacancy, new member recruitment may coincide with, and be promoted with the City's Boards and Commissions ongoing recruitments. At the conclusion of the two year period, members may re-apply for membership if City Council determines continuation of this advisory committee.

Meetings

Meetings are held a minimum of four (4) times a year and generally five (5) times per year (anticipated to take place in January, March, May, September and November). Meetings are generally held on Wednesday evenings. Meeting locations are typically held at City facilities, such as the Community Center, City Hall, Library or Columbia Neighborhood Center. Members will be notified of meeting location and starting time in advance.

HRCDAC meetings are considered City staff meetings with a group of selected participants. These meetings are not public meetings and therefore are not subject to the Brown Act. Attendance at meetings is limited to committee members and those individuals invited by staff. If a HRCDAC member wishes to extend an invitation to a guest, prior staff approval is required.

Attendance

HRCDAC members are expected to attend all regularly scheduled meetings. Each member is expected to participate in and support HRCDAC special projects and activities, some of which may be outside of regular meetings. The time commitment of HRCDAC members is expected to be a minimum of 10 hours per year.

Members must inform the Community Resources Program Coordinator of their intended absence prior to the meeting. If a member is unable to attend a meeting, he/she may contact Community Resources to discuss the meeting agenda items before and after the meeting. This will result in an excused absence. Excused absences include personal leave absence, death in the family, personal illness, business travel, personal emergencies, and HRCDAC business. Each member is expected to have no more than two absences in a 12-month period.

Absence from a regularly scheduled meeting of the HRCDAC, and failure to inform staff will result in an unexcused absence. More than two unexcused absences may result in termination from HRCDAC, as determined by the Office of the City Manager, Community Resources Division.

Agendas and Meeting Notes

The agenda shall be prepared by the Community Resources Program Coordinator. It shall specify the starting time and location of the meeting, and shall contain a brief general description of each item to be discussed at the meeting. Items will be placed on the agenda at the Community Resources Program Coordinator's discretion. Staff will prepare and distribute agenda packets prior to each meeting.

- Department Directors shall be responsible for requesting placement of their department's human relations and diversity issues on the HRCDAC agenda, and shall make those requests at their discretion. Directors wishing to solicit input from the HRCDAC on Reports to Council or Study Issues need to plan early enough in the process to allow for the HRCDAC meeting schedule.
- HRCDAC members are encouraged to suggest agenda items in advance of meetings for consideration on the agenda.

The Community Resources Program Coordinator will arrange for appropriate staff to attend meetings to answer questions about agenda items as well as to hear Committee members' input. Members of the public shall not be invited to speak at HRCDAC meetings without the prior permission of the Community Resources Program Coordinator. The Community Resources Program Coordinator or designee will prepare summary meeting notes of each meeting for use by staff.

Since the HRCDAC is not a public committee, it is not covered by the Brown Act posting requirements for agendas and meeting notes. Meeting notes and agendas will not be distributed or posted, except as information to HRCDAC members.

Quorum; Vote; Committee of the Whole

The presence of 50% + one member shall constitute a quorum for the purpose of advisory votes. Consensus shall be sought but is not required. If the attendance at a HRCDAC meeting does not reach the number required to constitute a quorum, the members present may constitute themselves a "committee of the whole" for the purpose of discussing matters on the agenda of interest to the committee members present. No meeting notes will be prepared on such occasions. The committee of the whole shall automatically cease to exist if a quorum is present at the meeting.

Limitations on Authority

The HRCDAC serves in an advisory capacity to staff. It shall have no independent duties and no authority to take actions that bind staff or the City Council. The HRCDAC is not responsible for setting City policy, although staff may share the HRCDAC's input on policy issues with members of City Boards and Commissions or the City Council at staff's discretion. No expenditures or requisitions for services and supplies shall be made by the HRCDAC and no individual member thereof shall be entitled to reimbursement for travel or other expenses.

Termination

The Cultural Diversity Advisory Committee was formed as a two-year pilot committee commencing in fiscal year 2007-08. In January 2009, with Council approval, the committee was expanded to Human Relations and Cultural Diversity Advisory Committee. During fiscal year 2009-10, the City shall assess the merits of continuing, restructuring or terminating this committee.

For more information, contact:
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Office of the City Manager
(408) 730-7472

**OVERVIEW OF HUMAN RELATIONS AND CULTURAL DIVERSITY
ADVISORY COMMITTEE**

FALL 2007 THROUGH SPRING 2010

The following is an overview of CDAC activities from 2007 through 2008:

- January 9, 2008: Provided feedback to City Clerk on recruitment strategies for boards, commissions and advisory committees.
- March 12, 2008: Offered outreach suggestions to Director of Parks and Recreation on the *Parks of the Future* Study.
- May 8, 2008: Members participated in City-sponsored community workshop focused on cross-cultural awareness and understanding, *Crossing the Cultural Divide*.
- May 14, 2008: Provided feedback to Library staff on multi-cultural programs and services.
- June 21, 2008: Participated in a new Citywide community engagement event, *Global Sunnyvale, Celebration of Cultures*, held at Plaza del Sol. CDAC was involved with the planning and implementation of this celebration.
- July 9, 2008: Reviewed information on Human Rights/Relations Boards and Commissions in other cities. Provided feedback to staff related to the Study Issue: *Explore Development of a Human Rights/Relations Board or Commission Advisory to Council*.
- September 10, 2008: Reviewed guidelines for holiday practices and *Policy Against Harassment, Discrimination and Retaliation*. Provided staff with feedback on the New Resident Guide.
- November 12, 2008: Met with City Clerk on the role of boards, commissions and recruitment efforts. Explored potential impact of a new Human Relations Board or Commission on CDAC.

In addition to regular committee meetings, several CDAC committee members participated in cultural proficiency training offered by Santa Clara County Human Relations Commission: *Building Opportunities for Lasting Dialogue (BOLD)*. Topics included *Silicon Valley's Muslim Women: Myths and Realities*.

In 2009, the following illustrates committee activities, including the transition from CDAC to Human Relations and Cultural Diversity Advisory Committee:

- January 14, 2009: Toured the Columbia Neighborhood Center and learned about programs and services provided by Youth and Family Resources. Discussed Council action taken on January 13th with RTC 09-010, and the impact on CDAC.
- March 11, 2009: Supported new name of committee as Human Relations and Cultural Diversity Advisory Committee. Met with representatives from Census 2010 project. Provided feedback to Marketing and Special Events Coordinator with Department of Community Services.
- May 13, 2009: Met with Executive Director of Leadership Sunnyvale and provided feedback on recruitment outreach for the 2009/10 class. Executive Director of Downtown Association gave presentation on upcoming events. Leader from the Sunnyvale Hindu Temple gave a presentation on the Diwali Festival. President of Pakistani American Culture Center gave presentation on events and activities.
- September 16, 2009: Presentations from Executive Director of Sunnyvale Community Services. Provided feedback for City staff on environmental outreach efforts with the Department of Public Works.
- November 12, 2009: Participated in outreach meeting at Columbia Middle School in support of the new *Neighborhood Enhancement Action Team* program.
- December 15, 2009: First Annual Human Relations Commission Regional Breakfast Meeting hosted by the City of Mountain View.