Building and Maintaining
An Equity Mindset in Local Government

July 28, 2020
Community Profiles
BUILDING AND MAINTAINING AN EQUITY MINDSET IN GOVERNMENT

ICMA

Jonathan Butler
Equity Manager
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
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
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.
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

CITY OF SAN ANTONIO
OFFICE OF EQUITY
Applying and Equity Lens through tools
• 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%
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 $25,000 in upcoming 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
January - May 2020

**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.

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

June – July 2020

**Outcomes**

- Council discussed Policing.
- 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.

**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.

**July – November 2020**

**Other Council Requests and Next Steps**

- 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
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
When I becomes we…

Siri Russell srussell@albemarle.org
Moderator-led Q&A
Q&A

1. What are your top issues and biggest challenges doing this work?
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2. How do you get buy-in from leadership and staff?
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?
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?**