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Governing with Diversity, Equity & Inclusion as Fundamental Principles

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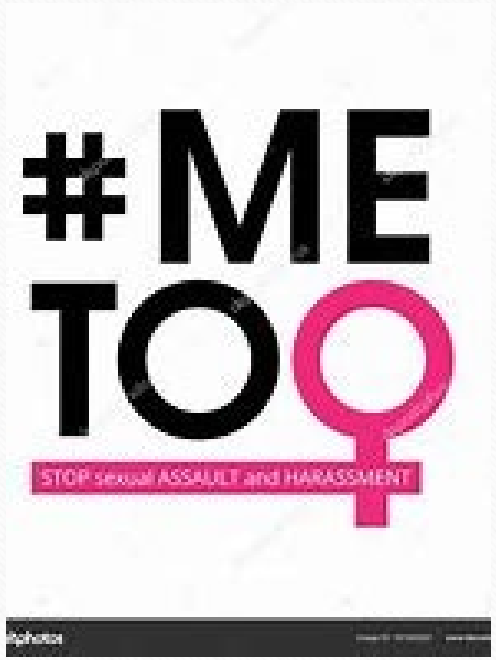
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Movements

- 2013 – Police shootings of unarmed black people lead to Black Lives Matter movement
- 2016 – More than 90 company executives speak out against North Carolina's anti-LGBT law
- 2017 - Journalists expose sexual abuse and assault creating a global #MeToo movement








BLACK LIVES MATTER
BLACK LIVES MATTER

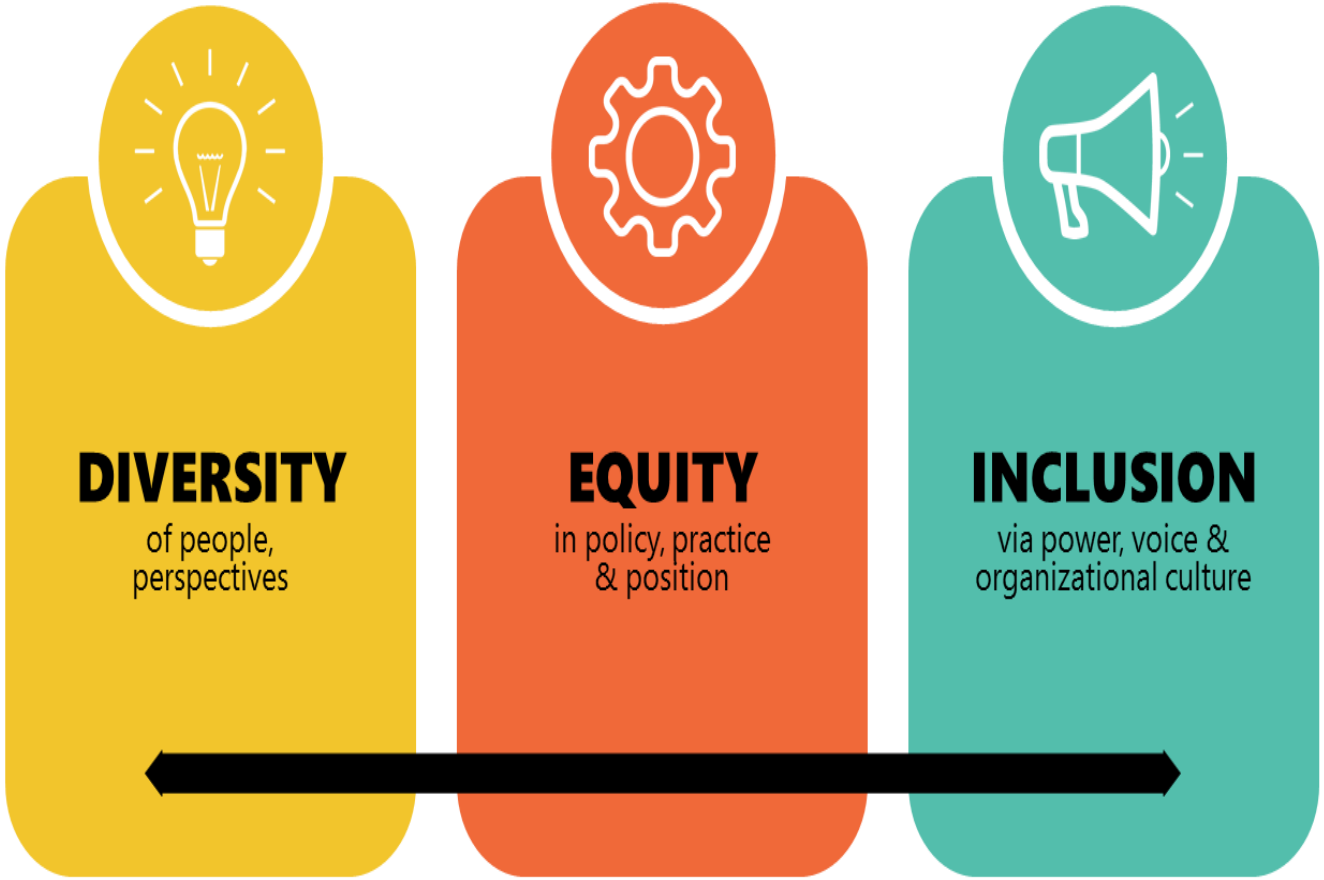

NO JUSTICE NO PEACE


Your Badge IS NOT A LICENSE TO KILL
WE ARE NOT
BREONNA TA
8BULLE
RREST


pharmacy Rx
NO JUSTICE
NO PEACE
BLACK LIVES MATTER
EQUALITY AND NOTHING LESS!

Diversity, Equity & Inclusion

- Diversity - Embracing characteristics that make us unique
- Equity - Ensuring all individuals have what they need to succeed, accounting for different access to opportunities
- Inclusion – Placing value on the unique perspectives and contributions of all



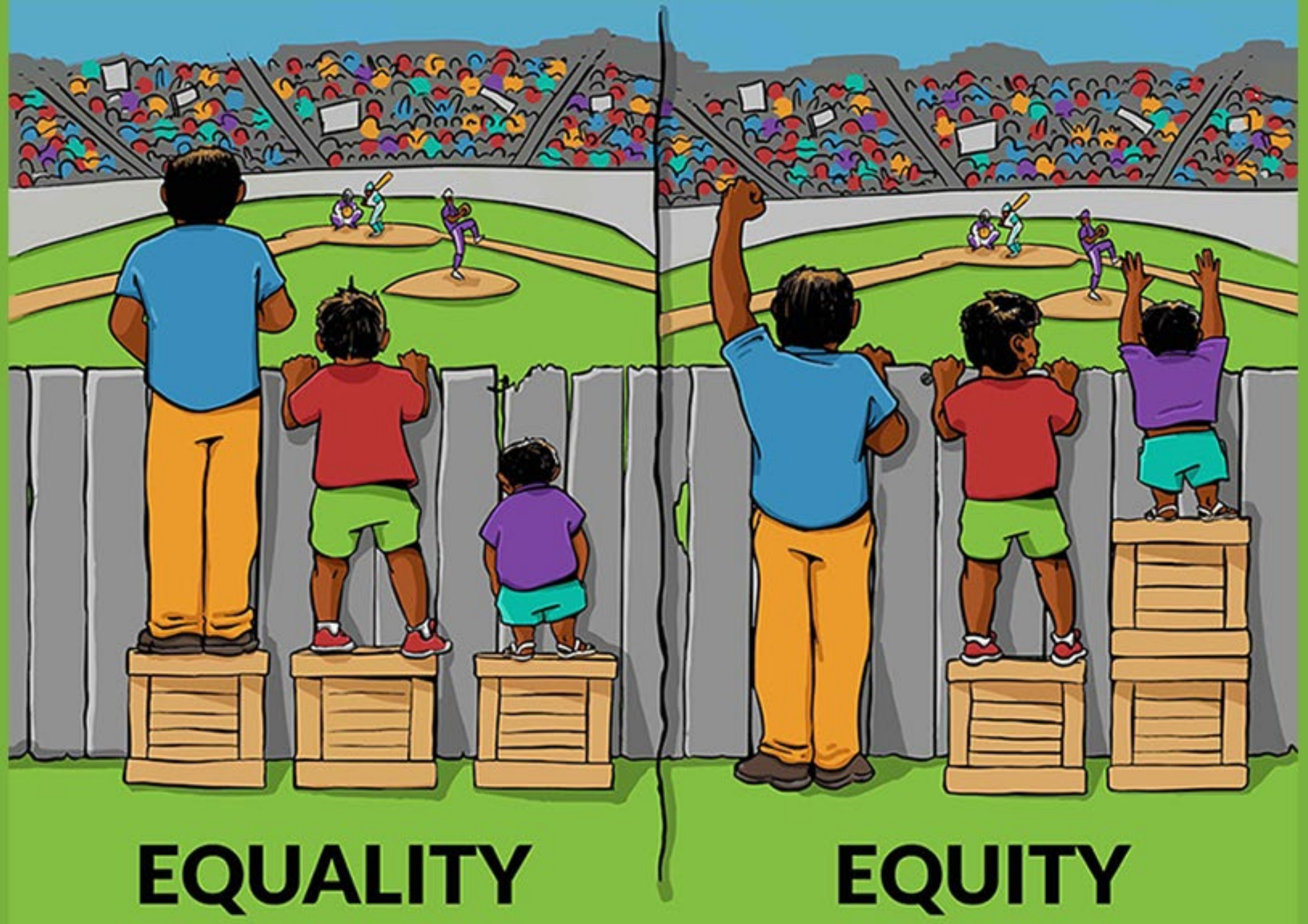
Diversity, Equity, and Inclusion must be engrained in each government program and service to truly transform the community.





Equity

- Difference between Equality and Equity –
- Equality is giving everyone the same pair of shoes.
- Equity is giving everyone a pair of shoes that fit.


EQUALITY
EQUITY

City of St. Petersburg DEI Initiatives

- Mission and Values Statements
- Employee Climate Study
- Structural Racism Study/Office of Equity
- Disparity Study/ SBE, MBE, WME Programs
- Affordable Housing/Tenant Bill of Rights
- Development
- LGBTQ+ Initiatives
- Accessibility Initiatives

City of St. Petersburg Vision Statements

- 2014 - St. Petersburg will be a City of Opportunity where the sun shines on all who come to live, work and play. We will be an innovative, creative and competitive community that honors our past as we pursue our future.
- 2022 - St. Petersburg will be a diverse, vibrant city guided by principled progress and intentional inclusivity where innovation, partnerships, and ingenuity create opportunity for all.



Inclusion

Creating an environment of belonging where employees feel welcomed, supported, respected and valued in order to produce their best work

Where the richness of varied backgrounds, experiences, and perspectives work together to create overall success

Case for a Diverse and Inclusive Workplace

- Addressing community issues such as economic and health disparities, sustainability, systemic racism, and lack of access to affordable housing and infrastructure, among others, requires input from various perspectives.
- A diverse workforce is critical to being able to provide well-rounded solutions to community issues, but it is only a piece of the puzzle.
- Best practices include creating an environment in which diversity, equity, and inclusion are fundamental principles as well as top priorities.



Recruitment

- Cast a broad net
  - Social media
- Direct marketing to organizations
  - Student internships





Commitment to Diversity

- Involve all staff
- Survey and interview across demographics
- Determine employee needs
- Implement a strategic plan for retention and follow through



Mentoring & Training

- Mentoring
  - Support employees beyond the first week
  - Serve as a sounding board
- Training
  - Cross-cultural teamwork to help staff work well together
  - Understanding and empathy of different points of view

Support upward mobility

- Make promotion opportunities transparent and open to diverse applicants and employees
- Provide leadership and career development training



Structural Racism Study Goals

- Provide a historical overview and current data trends that illustrate how structural racism affects the various aspects of Black lives and and impacts individual and public health
- Provide recommendations for policies that may help to dismantle structural racism
- Identify additional facets of structural racism impacting Black residents and communities that need further research, documentation, and funding



Structural Racism Study Recommendations

- Create an Office of Equity
- Create an effective accountability strategy to measure equity progress throughout the City
- Create an advisory committee geared solely toward racial equity and
- Evaluate the possibility of implementing reparative approaches for the documented loss of land and opportunity



Disparity Study

- Courts review preferences in government contracting based on race pursuant to a strict scrutiny review. *Croson*, 488 U.S. 469 (1989).
- Must demonstrate a compelling interest in remedying past discrimination and demonstrate the program is narrowly tailored to achieve desired equity outcomes.
- City of St. Petersburg's Disparity study revealed statistically significant disparities for women, African Americans, and Hispanic Americans in construction and goods and services.



Minority and Women Business Enterprise Program

- St. Petersburg' s proposed MWBE ordinance provides the authority for implementation of programs targeting specific disparities in specific industries documented by the disparity study.
- St. Petersburg's proposed MWBE program provides bidding discounts for goods and services, provides sheltered markets for MWBEs in industries with significant disparities, and establishes contract goals for the utilization of MWBEs on a project-by-project basis.



Minority and Women Business Enterprise Program

- City of Asheville, North Carolina's recent disparity study revealed that 87.2% of public money paid to businesses between 2012 – 2017 was paid to firms owned by white men.
- Its City Council approved a race-conscious policy effective January of 2021 that sets aspirational goals for minority business contracting and contract-by-contract subcontracting goals for women-owned and minority-owned businesses.



Housing Opportunities for All

- Community Benefits Agreement (CBA) program requires developers to provide benefits for projects that receive public assistance greater than 20% of the overall construction cost for projects valued at more than $2 million. Projects must provide benefits that may include:
  - affordable or workforce housing
  - environmental resiliency and sustainability
  - public infrastructure
  - equitable workforce development
  - neighborhood health and safety and
  - equitable economic opportunities



Housing Opportunities for All

- Community benefits package determined through collaboration with the Community Benefits Advisory Council and community meetings with citizens.
- CBAC is a city board which includes:
  - four standing members, two appointed by the Mayor and two appointed by City Council;
  - four ad-hoc members which are residents within one mile of the project location; and
  - one City Council member chosen on a project-by-project basis.



Tenant Bill of Rights

- Required notice on a variety of actions by landlords, including eviction and rent increases.
- Florida Legislature preempted the field of landlord-tenant relations by passing House Bill 1417.
- Surviving initiatives include the following:
  - Affordable Single-Family Homeownership
  - Affordable Multifamily Housing Development
  - Lot Disposition
  - Housing Rehabilitation Assistance and
  - Workforce Housing Density Bonus



Development – Historic Gas Plant District Project

- Nearly 40 years ago, the Gas Plant community was displaced by the City to construct Tropicana Field, home to the Tampa Bay Rays baseball team.

- At the time, Black residents were promised jobs and opportunities for equitable development which did not materialize.

- For the last decade, the redevelopment of the area has been discussed and re-imagined as the baseball team contemplates leaving the area.



Development – Historic Gas Plant District Project

- Renamed the Tropicana Field project to honor the neighborhood and identified clear priorities including affordable housing, historical recognition, and minority business expansion.

- Required a substantial and sustainable finance package of community benefits from the developer of the Historic Gas Plant District project to fulfill the promises of shared economic benefit.



LGBTQ+ Initiatives

- To assure that the rights of this community are protected and integrated into all aspects of government, since 2014, the Mayor's Office has included a LGBTQ+ Liaison to advance equity initiatives.
- City recognizes LGBTQ+ small businesses and provides assistance to businesses identified.
- Police Department has an LGBTQ+ Liaison to serve as a direct line of communication from this community to the police department.



LGBTQ+ Initiatives

- Increasingly important with the rise of anti-LGBTQ+ laws in Florida such as House Bill 1557 titled the “Parental Rights in Education Bill” (“Don’t Say Gay”) Bill which prohibits instruction about gender identity in schools.
- Florida also passed Senate Bill 1438 which bars governments from issuing permits to conduct a performance which would allow children to view an “adult live performance.” The bill has been suspended pursuant to the judge’s order granting a preliminary injunction.



LGBTQ+ Initiatives

- Florida Legislature passed Senate Bill 1674 called the “Safety in Private Spaces Act” (“anti-trans bill”) which requires government employers to establish disciplinary procedures for any employee who willfully enters a restroom or changing facility designated for the opposite sex in a public building and refuses to depart when asked to do so by any other employee.
- City of St. Petersburg enacted a policy that restrooms and changing facilities at City facilities that are intended for a single occupant or family must be made available for all genders and marked accordingly.



Accessibility Initiatives

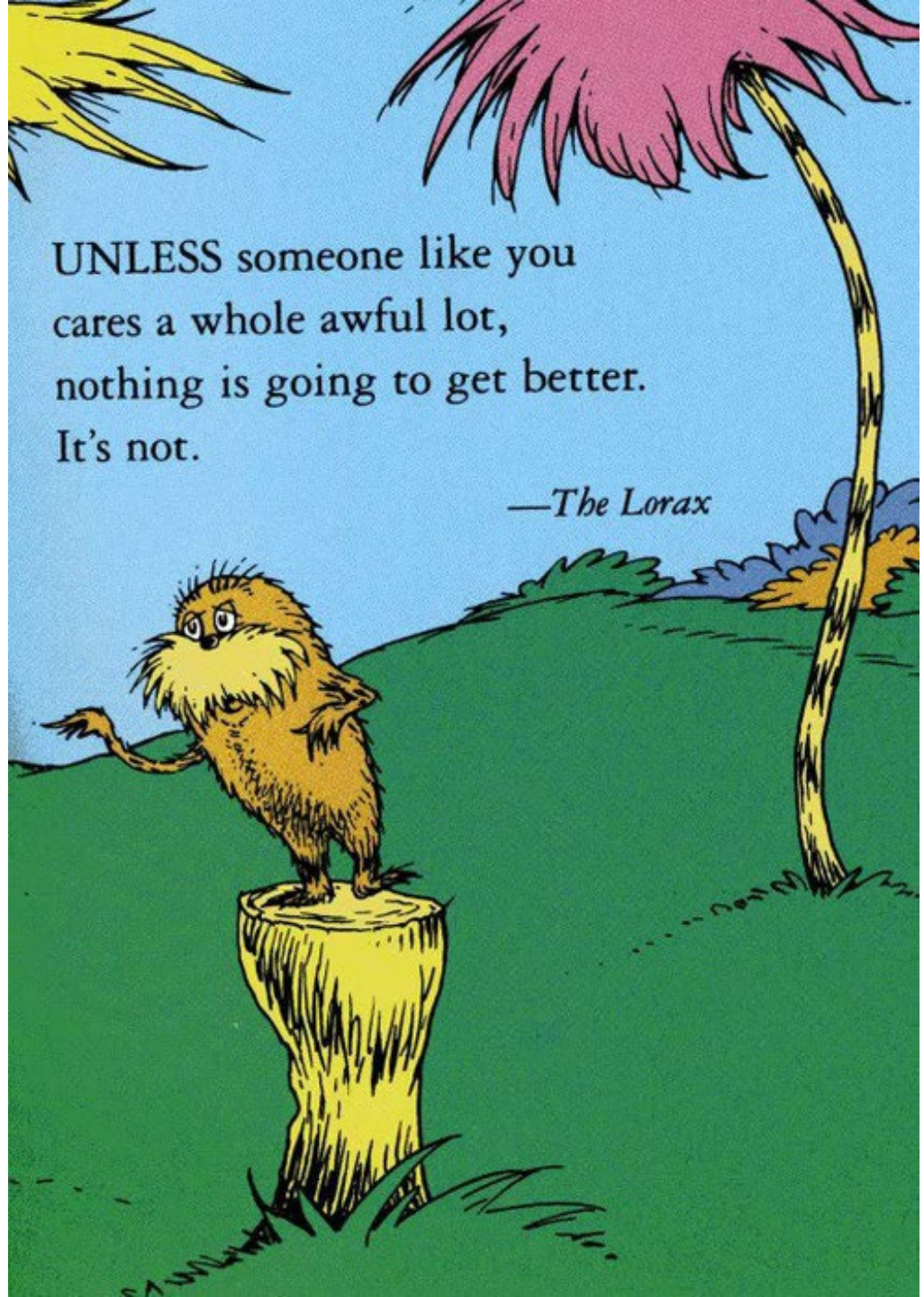
- CAPI is a citizen advisory committee which advises the City on accessibility issues to ensure that the City's programs, services, and activities.
- All departments work to ensure accessibility in all programs. Each department is required to appoint an accessibility liaison who works with the City's ADA coordinator.
- ADA coordinator is available to provide information on the accessibility of government buildings, facilities, programs, and services.



Community Assistance & Life Liaison Program

- Gulf Coast Jewish Family and Community Services, Inc. provides a human services response model, wherein trained mental health professionals, in lieu of law enforcement officers, respond to noncriminal and nonviolent calls for service to provide situationally appropriate interventions.
- Changed the way the City responds to mental health concerns and has destigmatized mental health issues and mental illness. At present, 95% of all non-violent calls are handled through the program.




UNLESS someone like you
cares a whole awful lot,
nothing is going to get better.
It's not.
—The Lorax