

# Santa Cruz County Latino Affairs Commission

701 Ocean Street, Room 510, Santa Cruz, CA 95060

P: (831) 454-2772 F: (831) 454-2411 TTY/TDD 711

commissions@santacruzcounty.us

www.scclatinoaffairs.org

## Notice of Public Meeting and Agenda

DATE Wednesday, April 7, 2021

TIME: 6:00 PM – 7:30 PM

IN RESPONSE TO THE COVID-19 PUBLIC HEALTH EMERGENCY AND PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDER N-29-20 ISSUED MARCH 17, 2020, **THIS WILL BE A REMOTE MEETING** WITH NO PHYSICAL LOCATION AVAILABLE, BUT ACCESS AND AN OPPORTUNITY TO COMMENT WILL BE PROVIDED. **PLEASE DIAL-IN TO THE TELECONFERENCE WITHIN TEN MINUTES OF THE MEETING START TIME.**

### TELECONFERENCE INFORMATION

Phone: **+1 (646) 749-3129**

Toll Free +1 (877) 309-2073

Access Code: **118-548-053**

1. Call to Order/Roll Call/Agenda Review

2. Approve *February 3, 2021 Minutes*

3. Public Comment

*Any person may address the Commission for a period not to exceed three minutes on an issue within the jurisdiction of the Commission.*

4. New Business/Action Items:

4.1. FY 2021-23 Operational Plan Development Update – Sven Stafford (*Administrative Analyst*) and Mitsuno Baurmeister (*EEO Officer*)

4.2. Election of Officers

4.3. County Equal Employment Opportunity and Cultural Competence Plan Feedback

4.4. Letter Acknowledging Former Vice Chair Reyes

4.5. Commission Strategic Action Plan

4.6. Commission Fundraising Opportunities

5. Ongoing Business:

5.1. Pajaro Valley COVID-19 Outreach Task Force Representation

6. Commissioner District/City Reports

6.1. District 1

6.2. District 2

6.3. District 3

6.4. District 4

6.5. District 5

6.6. Santa Cruz City

6.7. Watsonville City

7. Staff Report

8. Adjournment

**Next Meeting Scheduled for 6:00 PM on Wednesday, June 2, 2021**

*The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefits of its services, programs or activities. If you require assistance to participate in the meeting, please contact (831) 454-2772 or TTY/TDD: 711 at least 72 hours in advance of the meeting to make arrangements.*



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## Meeting Minutes

DATE: Wednesday, February 3, 2021

TIME: 6:00 PM

LOCATION: Meeting held remotely

PRESENT: Gilberto Reyes (*1<sup>st</sup> District*), Abbygale Gonzalez (*2<sup>nd</sup> District*), Christina Granados (*4<sup>th</sup> District*), Leo Gomez (*5<sup>th</sup> District*), Diana Alfaro (*City of Santa Cruz*), Rebecca Hernandez (*City of Santa Cruz*), Rebecca Garcia (*City of Watsonville*), Patricia Guevara (*City of Watsonville*)

EXCUSED: None

ABSENT: None

STAFF: Kaite McGrew (*Commissions Coordinator*)

GUESTS: Hannah Rogers (*Community Action Board*), Paulina Moreno (*Community Action Board Director of Special Projects*) and 1 Member of the Public

1. Call to Order/Roll Call/Agenda Review

Meeting convened at 6:00 PM.

2. Approve December 2, 2020 Minutes

**Motion to Approve Minutes**

Motion/Second: Garcia/Granados

**Motion passed unanimously.**

3. Public Comment

4. New Business/Action Items

4.1. Community Action Board 2021 Immigrant Forum

Moreno reported that the Community Action Board will be hosting an immigrant forum and would like the Commission to co-sponsor the event. Gomez, Garcia, Gonzales and Hernandez will represent the Commission in planning and participation.

**Motion to support the Community Action Board Immigrant Forum to the extent possible**

Motion/Second: Garcia/Hernandez

**Motion passed unanimously.**

4.2. 2021-2024 Equal Opportunity and Cultural Competence Plan Feedback

Commission provided feedback recommending clarification of terminology, standardized best practice elements, quantifiable metrics and standardized progress on these elements across all County departments. Additionally, the Commission recommended highlighting data identifying racial and ethnic disparities across job classifications and job categories (full-time vs. part-time, and permanent vs. temporary). Commissioners will email any additional feedback before February 17, 2021 for consideration.

4.3. County Anti-Racism Efforts

Commission considered a letter to the *Ad Hoc Advisory Body To Address Racism* requesting that representation from the Commission be included in the advisory body membership and that membership of the formal *Santa Cruz County Commission on Anti-Racism, Social and Economic*

*Justice* include at least one seat designated for a member of the Latino Affairs Commission as nominated by same.

**Motion to approve letter to the Ad Hoc Advisory Body to Address Racism**

Motion/Second: Garcia/Granados

**Motion passed unanimously.**

4.4. Latino Representation in the United States Senate

Commission considered a letter to Governor Newsom expressing their appreciation for his having appointed Alex Padilla to fill Vice President Kamala Harris' vacated seat in the United States Senate. Senator Padilla's appointment gives voice to the more than 15 million Latinos living in California.

**Motion to approve letter as amended**

Motion/Second: Garcia/Guevarra

**Motion passed unanimously**

5. Ongoing Business:

5.1. Pajaro Valley COVID-19 Outreach Task Force Update

Granados shared information on the County's vaccination distribution plan and myturn.ca.gov vaccination eligibility site. Commissioners are encouraged to share SAVE Lives information with their communities. Commission considered submitting a letter of support for to bolster coalition grant-seeking efforts. Commission will discuss fundraising during the April meeting. Granados completes her coalition attendance in February. A new representative has not been established.

**Motion to authorizing Chair to send a letter supporting *Pajaro Valley Prevention and Student Assistance (PVPSA)***

Motion/Second: Garcia/Gonzales

**Motional passed unanimously.**

6. Commissioner Reports

6.1. District 1 Report (Reyes): The Board of Supervisors has approved a 57-unit affordable housing project off Capitola Road including a medical clinic.

6.2. District 2 Report (Gonzalez): No Report

6.3. District 3 Report: Seat Vacant

6.4. District 4 Report (Granados): No Report

6.5. District 5 Report (Gomez): Gomez reported on San Lorenzo Valley evacuations.

6.6. Santa Cruz City Report (Hernandez): No Report

6.7. Santa Cruz City Report (Alfaro): Alfaro reported on AB-2162 streamlining approval process for affordable housing projects. New city-specific affordable housing measures are being considered.

6.8. Watsonville City Report (Garcia): Garcia will speak on an upcoming two-day affordable housing panel webinar.

6.9. Watsonville City Report (Guevara): Watsonville Film Festival begins on March 5, 2021.

7. Staff Report:

Staff reported on the County's emergency response to anticipated mudslides. A schedule of potential disaster service worker deployment has been developed to meet emerging needs through March.

8. Adjournment

Meeting adjourned at 7:46 PM.

Submitted: Kaite McGrew, *Commissions Coordinator*



# FY 2021-23 OPERATIONAL PLAN DEVELOPMENT

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Operational Plan Data & Equity Team  
Spring/Summer 2021



# AGENDA

- Operational Plan Purpose
- Embedding Equity
- Objective Development
- Commission Feedback and Next Steps





- 2-year plans to achieve County vision and mission
- Departments create SMART objectives to implement major work products
- Updated biannually at [www.sccvision.us](http://www.sccvision.us)





# EMBEDDING EQUITY

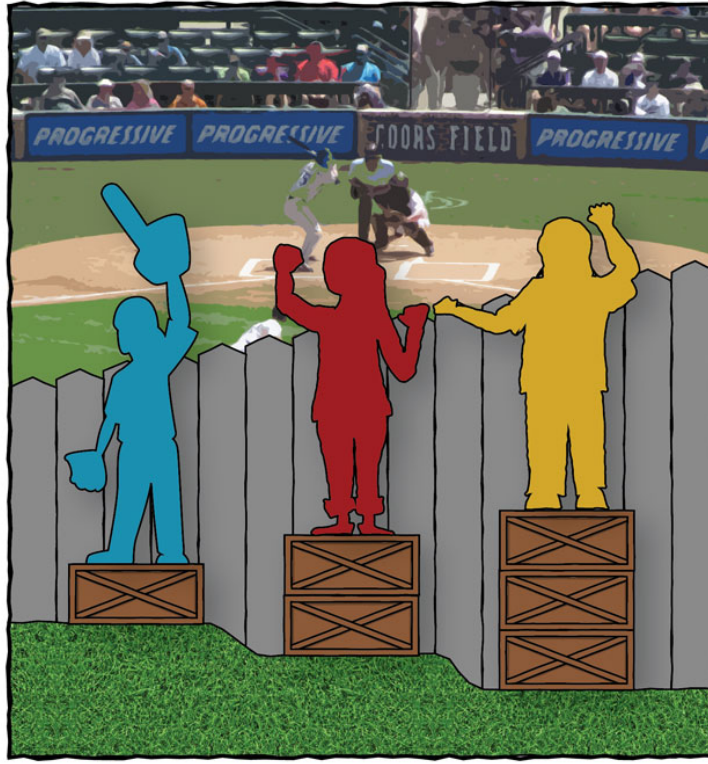
The County and four cities have all declared racism a public health crisis



# EQUITY VS. EQUALITY



**EQUALITY**



**EQUITY**



# BIAS, POWER AND PRIVILEGE

- **Implicit/Unconscious Bias**

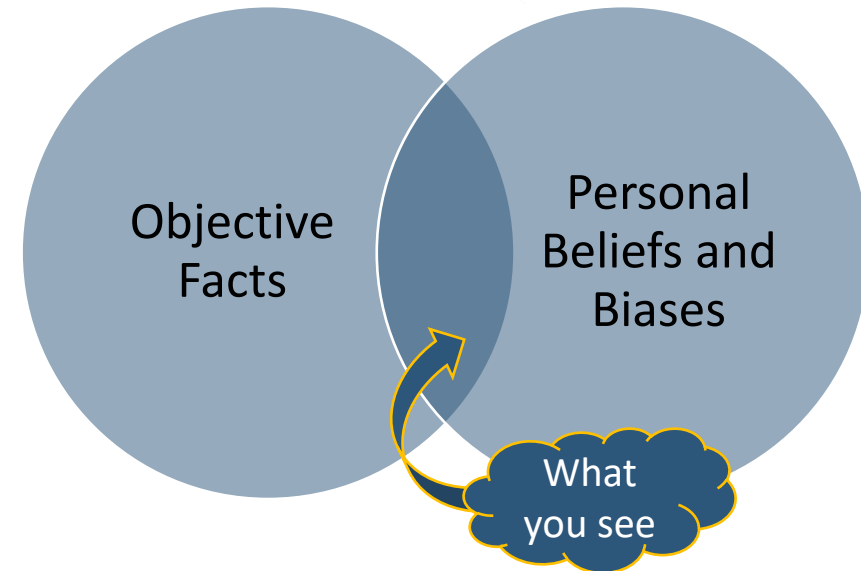
- Example: New hires tend to have similar experience and ethnicity as existing staff

- **Explicit Bias and Discrimination**

- Example: Lower wage paid to female worker performing the same job as a male co-worker

- **Power and Privilege**

- Example: White American citizens are in a position of power and have the privilege of better access to quality education, decent jobs, home ownership, retirement, and wealth



# EQUITY LENS: RACE AND RACISM

- **Race** is a way of categorizing people by skin color and other features
- **Racism** is believing some races are inferior or unworthy
  - Leads to Discrimination, Rejection, Harassment, Intimidation, etc.
- Example: A real estate agent showing properties in an affluent North County neighborhood suggests to a Latinx buyer that they might be more comfortable looking for a home in Watsonville



# RACISM AND RACIAL JUSTICE

The Legal and Prison Systems



Financial Institutions

Racial Justice:

Dismantling the system of deeply embedded institutional racism through legislation, affirmative action programs, and policy changes

Deficient Access to Healthcare

Housing and Wealth Disparities

Racial Justice:

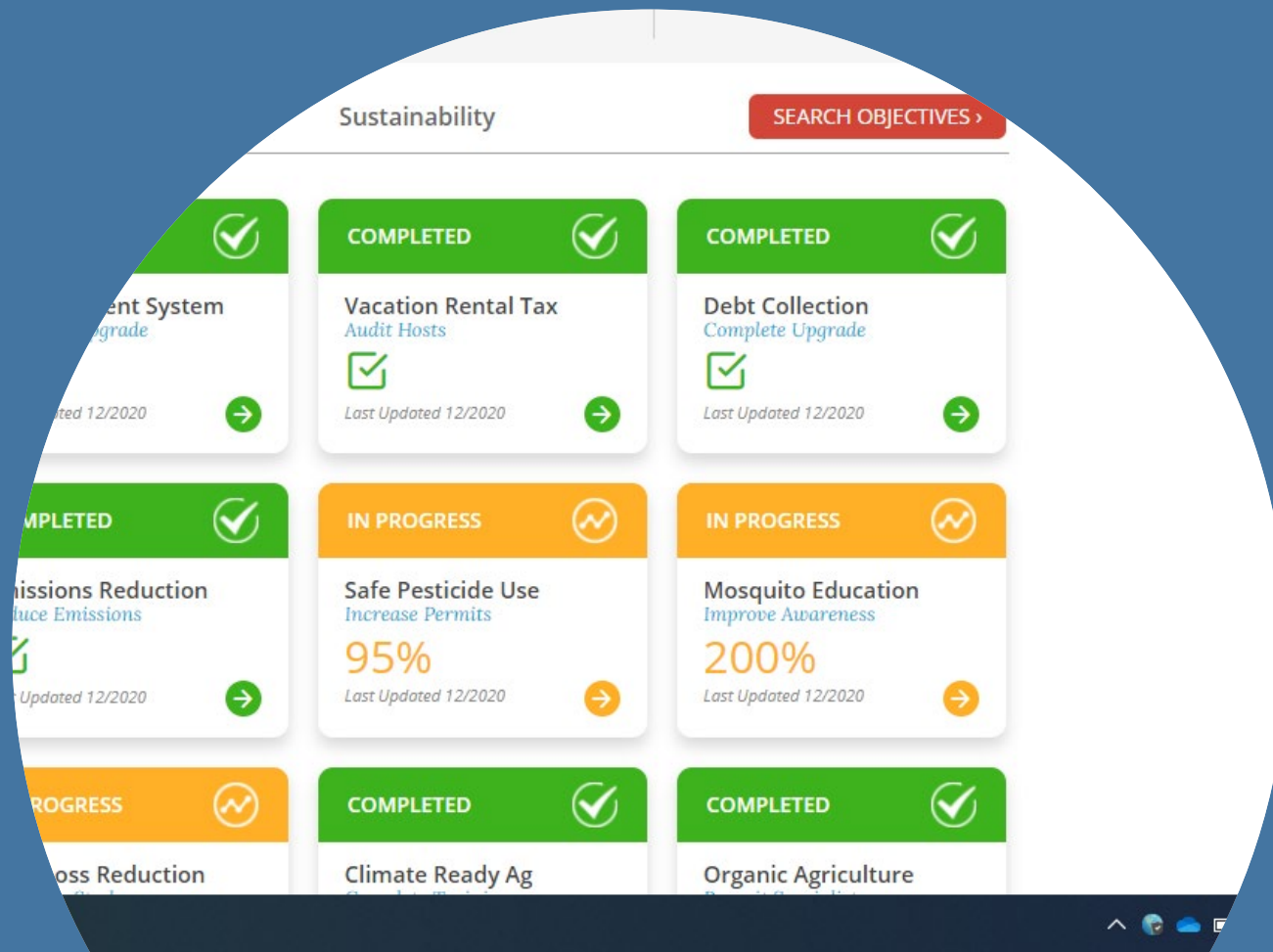
Taking action to undo the cumulative effect of centuries of racism against people of color in the education, housing, healthcare, nutrition, employment, mental health, etc.



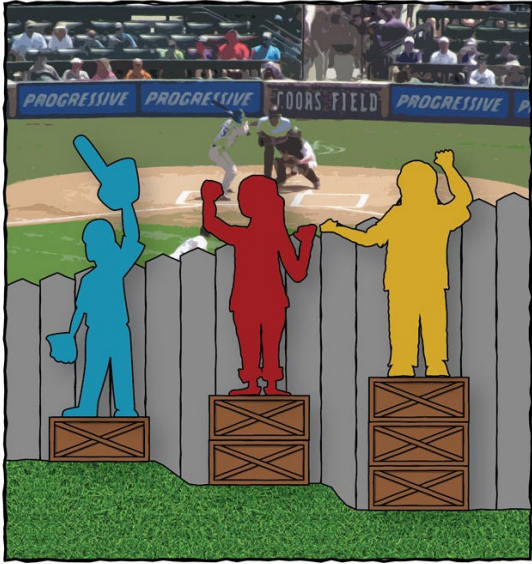
**STRUCTURAL RACISM**



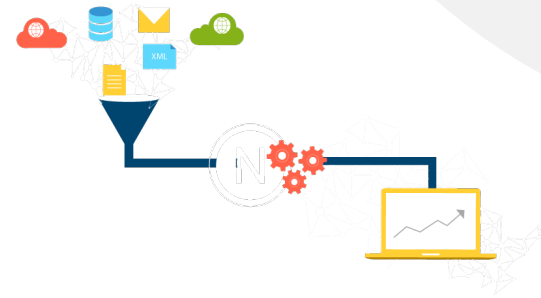
# DEVELOPING OBJECTIVES



# PERFORMANCE MEASUREMENT CRITERIA



Do they pass the public square test?

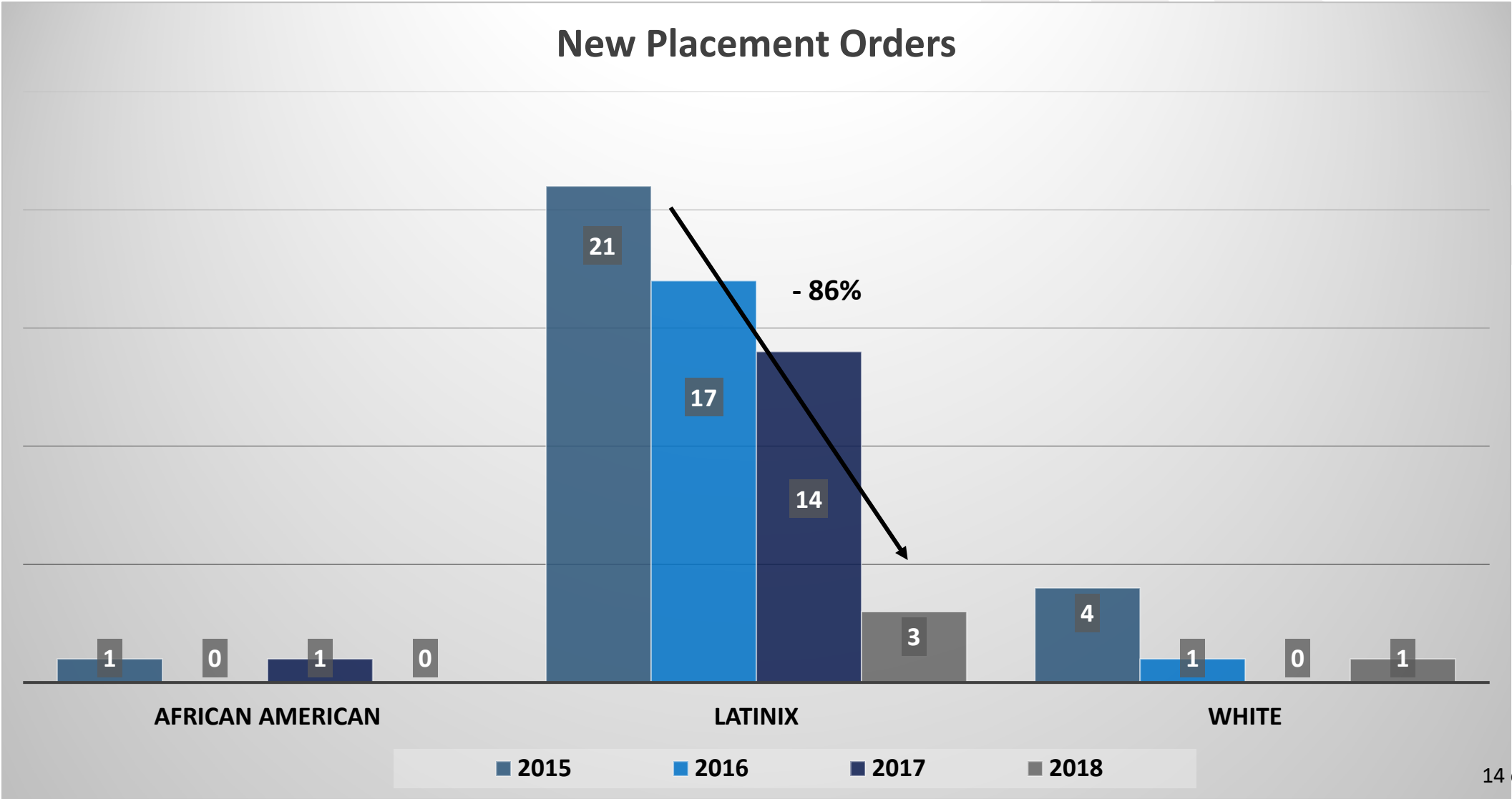


Are they measurable, and the data available and accessible?



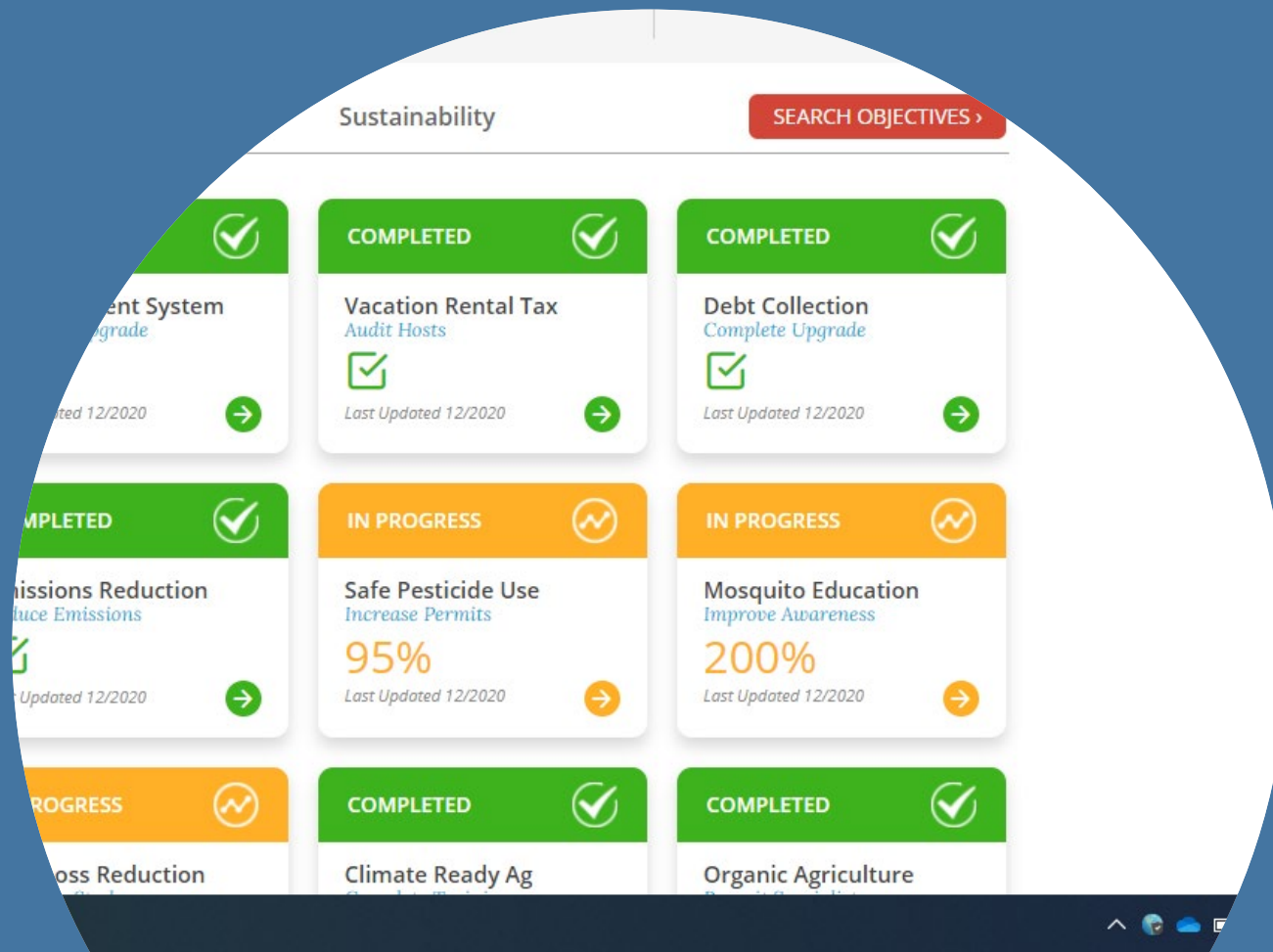
Do they have proxy power?

# FUERTE OUTCOMES





# OBJECTIVE TASKS & TIMELINE



# OPS PLAN TIMELINE

- February - April
  - Operational Plan Instructions
  - Objective Development Workshops
  - Commission Feedback
- May
  - Objective Drafts Due to CAO Analysts  
May 7
- May – July
  - Objective alignment and vetting
- August
  - Draft Operational Plan to Board
- September
  - Operational Plan adopted by Board





# THANK YOU!

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GENERAL EMAIL INFO



[SURVEY](#)





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## MEMORANDUM

**To:** Mitsuno Baurmeister, County Equal Employment Opportunity Officer  
**From:** Santa Cruz County Latino Affairs Commission  
**RE:** Feedback on the 2021-2024 Equal Employment Opportunity and Cultural Competence Plan

As requested, below please find the *Santa Cruz County Latino Affairs Commission's* feedback on the *2021-2024 Draft Equal Employment Opportunity and Cultural Competence Plan* for your consideration:

### Suggested Document Changes

- Suggest clearly defining "overutilization"
- Suggest clearly defining what is meant by "minorities" or "minority groups"
- Suggest including definitions of the job classification
- Suggest including comparisons between our County-wide data and data from other similar California counties
- Suggest defining "cultural competence" clearly
- Information Services Department: Suggest giving examples of difficulties experienced recruiting women (pg. 26).

### Recommended Policy Changes

- Recommend disaggregating the Hispanic or Latino data by subgroups
- Recommend implementing standardized, specific, publicly-available progress reporting protocols across all departments, particularly those in administrative review, and tie reporting requirements to department budgets
- Recommend setting specific, targeted, quantifiable cultural competence goals, and including them in progress reporting
- Recommend monitoring/reporting/addressing departmental racial/ethnic disparities within job classification categories
- Recommend monitoring/reporting/addressing departmental racial/ethnic disparities between permanent versus temporary positions and full-time versus part-time positions.
- Recommend implementing standardized, measurable "Best Practice" elements across all departments and include uniform language on these elements in all department plans
- Recommending reporting on efficacy of "Best Practice" initiatives and including information identifying reasons for efficacy or lack thereof

Santa Cruz County Latino Affairs Commission	
2021 Strategic Action Plan	
Objective #1: Monitor and assess issues impacting the Santa Cruz County Latino community, and advocate to address barriers and	Activities and Accomplishments
Advocacy Subcommittee: Alfaro, Garcia, Granados	
<b>ACTION 1A:</b> Prioritize, research and make recommendations as needed to the Board of Supervisors on issues that impact the Latino community in Santa Cruz County.	Q1: Q2: Q3: Q4:
<b>ACTION 1B:</b> Receive and review communications from the community on matters of interest to the Latino community and make recommendations as needed.	Q1: Q2: Q3: Q4:
<b>ACTION 1C:</b> Monitor County cooperation with other agencies and community partners and make recommendations as needed to promote the	Q1: Q2: Q3: Q4:
<b>ACTION 1D:</b> Monitor regional plans, programs, and funding and make recommendations as needed to promote the interests of the Latino community.	Q1: Q2: Q3: Q4:

Santa Cruz County Latino Affairs Commission	
2021 Strategic Action Plan	
Objective #2: Promote the Interests of the Santa Cruz County Latino Community through Outreach and the Provision of Resources.	Activities and Accomplishments
Community Outreach Subcommittee: Garcia, Granados	
<b>ACTION 2A:</b> Provide resources and referrals to services that support the Latino community in Santa Cruz County.	Q1: Q2: Q3: Q4:
<b>ACTION 2B:</b> Invite community partner reports and presentations on matters of interest to the Santa Cruz County Latino community.	Q1: Q2: Q3: Q4:
<b>ACTION 2C:</b> Host, support or participate in community events and exhibits that promote the interests of the Santa Cruz County Latino community.	Q1: Q2: Q3: Q4:
<b>ACTION 2D:</b> Promote civic engagement, census participation, and voter education in the Santa Cruz County Latino community.	Q1: Q2: Q3: Q4:



Santa Cruz County Latino Affairs Commission	
2021 Strategic Action Plan	
Objective #3: Monitor and Promote Cultural Competence in Santa Cruz County	Activities and Accomplishments
Cultural Competence Subcommittee: Guevara, Hernandez, Reyes	
<b>ACTION 3A:</b> Review the County Cultural Competence Plan and make recommendations as needed.	Q1: Q2: Q3: Q4:
<b>ACTION 3B:</b> Review County EEO Plan and Policies and make recommendations as needed.	Q1: Q2: Q3: Q4:
<b>ACTION 3C:</b> Foster cultural competence in Santa Cruz County and make recommendations as needed.	Q1: Q2: Q3: Q4:

Santa Cruz County Latino Affairs Commission	
2021 Strategic Action Plan	
Objective #4: Promote Affordable Housing for the Santa Cruz County Latino Community.	Activities and Accomplishments
<b>Affordable Housing Subcommittee:</b> Alfaro, Garcia	
<b>ACTION 4A:</b> Monitor affordable housing efforts of local government agencies and make recommendations as needed.	Q1: Q2: Q3: Q4:
<b>ACTION 4B:</b> Share information that impacts affordable housing with the community online, through social media and at events.	Q1: Q2: Q3: Q4:
<b>ACTION 4C:</b> Advocate for legislation that creates or maintains affordable housing stock in Santa Cruz County.	Q1: Q2: Q3: Q4:



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## Scheduled Meetings

Unless otherwise specified, regularly scheduled Latino Affairs Commission meetings are generally held as follows:

DAY: First (1<sup>st</sup>) Wednesday  
MONTH: Every other month (February, April, June, August, October and December)  
TIME: 6:00 PM – 7:30 PM  
LOCATION: **United Way of Santa Cruz County (unless held remotely)\*\***  
4450 Capitola Road, Ste 106, Capitola, CA 95010

Changes to the schedule, including special meetings, changes of location, or meeting cancellations, will be listed on the website at [www.scclatinoaffairs.org](http://www.scclatinoaffairs.org) as soon as information becomes available.

2021 Meeting Dates		
DATE	TIME	LOCATION
February 3, 2021	6:00 – 7:30 PM	Remote
April 7, 2021	6:00 – 7:30 PM	Remote
June 2, 2021	6:00 – 7:30 PM	To Be Determined
August 4, 2021	6:00 – 7:30 PM	To Be Determined
October 6, 2021	6:00 – 7:30 PM	To Be Determined
December 1, 2021	6:00 – 7:30 PM	To Be Determined