

# Outreach and Communications Ad Hoc Subcommittee Recommendations for 2/23/21

## Task 1: Make recommendations regarding the Equity and Human Relations Advisory Committee website page.

**Priority #1** Encourage the public to communicate with members by making it easy and comfortable to do so.

1. Include on the website pages (Spanish and English) each member's photo and email addresses.
2. Include a short (100-word) bio of each member, accessed by clicking on the member's name.
3. Include a written welcome from committee chair (giving intro regarding the committee and welcoming public to participate).
4. Include a welcome from committee chair/vice chair in video format.
5. A glossary of terms ("equity," "implicit bias," "ethnicity," racism," "bigotry," "prejudice," "privilege," etc.).
6. Create a Spanish-language website page.
7. Include on the website pages the name and (clickable) email address of each member.
8. Add a "Contact us" button, enabling the public to contact all members.

### **Priority #2**

Encourage the public to communicate more fully with City staff and volunteers by posting four versions of the complaint form, two in English and two in Spanish. (See Task #2.)

### **Priority #3**

Encourage the public to communicate with members online and during committee meetings by creating the sense that members are approachable.

### **Priority #4**

Increase the value of the website page to the public and members by including new elements:

1. Instructions for accessing committee meetings in both text and video formats.
2. A photo gallery of images from events sponsored by the committee.
3. A photo that illustrates diversity and inclusion (making the page more inviting and meaningful)
4. A portal enabling the public to nominate individuals, groups, etc. to be honored by the committee.
5. A calendar of upcoming committee-sponsored events, to include explanation of intention behind the event.
6. News about past committee events, incorporating brief descriptions, photos and results, where applicable.
7. Agendas and minutes as pdfs, eliminating the need to access these via the official agenda page.
8. Videos, including videos aimed specifically at youth.

## Task 2: Make recommendations regarding the complaint form located on the city website.

### Concern

Members of Outreach and Communications Ad Hoc Subcommittee expressed concern that in order to file a complaint an aggrieved individual is required to include all of the following: the complainant's name, phone number, and address, as well as the name of the city employee who has allegedly discriminated against the complainant. Certain individuals who believe they have been discriminated against, harassed and/or retaliated against would be discouraged from filing a report and might even be afraid to do so if it were necessary to include identifying information.

### Question

What happens to a complaint form if the information is incomplete?

### Recommendations regarding the complaint form

1. Include a Spanish version of the complaint form on the website.
2. Change "Street address where incident took place" to "Location where...."
3. Add to the list of basis: "homelessness", "class", "physical size", "ethnicity", "other."
4. In the "Complaint Against" section, revise "Name of person or persons (Required)" to "Name of person or persons (Preferred)."