



## DIVERSITY ACTION PLAN AD HOC COMMITTEE

Meeting of January 10, 2011 – 6:00 p.m. to 8:00 p.m.

Chico Municipal Center, Conference Room 1, 421 Main Street



### AGENDA

1. **Discussion and Review of Diversity Questionnaire** – Each of the Committee members is to provide 3-5 completed draft questionnaires. The Committee will discuss the administration and outcome of the questionnaire as well as make any necessary revisions for future implementation.
2. **Discussion of Outreach Strategies** – The Committee will discuss outreach strategies that will be used for administering the questionnaire and provide a planned schedule for completion in order to include the results in the development of Action Plan tasks.
3. **Update on Diversity Calendar** – Committee member Sarsour will provide an update on the collection of information for the Diversity Calendar.
4. **Review Planning Calendar and Meeting Schedule** – The Committee will review the Planning Calendar and consider changing the meeting date of February 21, 2011, as it falls on the holiday President's Day.
5. **Business From the Floor** - Members of the public may address the Committee at this time on any matter not already listed on the agenda, with comments being limited to three minutes. The Committee cannot take any action at this meeting on requests made under this section of the agenda.
6. **Adjournment** – The meeting will adjourn at 8:00 p.m. to a date and time to be determined under agenda item 4 above.

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Distribution available in the office of the City Manager:

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Chico City Manager's Office  
411 Main Street, Chico, CA 95928  
(530) 896-7202



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### **Members:**

Ann Schwab  
John Rucker  
Lee Lyon  
Annie Adamian

Ann Schulte  
Amro Jayousi  
Michael Lo  
Evan LaVang

Sandra Knight  
Dawn Frank  
Pedro Caldera

## **Diversity Action Plan Ad-Hoc Committee Planning Calendar**

### **Monday, January 10, 2011**

#### **Committee Meeting - 6:00 p.m. – 8:00 p.m.**

- Review questionnaire
  - Administration of questionnaire
  - Discuss ease/difficulty
  - Outcomes
  - Revise questionnaire if needed
- Outreach strategy
  - Each committee member will identify outreach strategies
  - Which groups/individuals will they survey
  - Provide planned schedule

### **Friday, January 14, 2011**

- Copies of revised questionnaires available for pick-up from City Clerk's office

### **Monday, February 14, 2011**

- Completed questionnaires submitted to City Clerk's office
- Questionnaires may be submitted prior to due date

### **Tuesday, February 15, 2011 – Friday, February 18, 2011**

- Ad-Hoc Committee (Schulte, Adamian, Rucker) meet to compile results

### **Monday, February 21, 2011**

#### **Committee Meeting - 6:00 p.m. – 8:00 p.m.**

- Committee reviews questionnaire results
  - Identify tasks
  - Prioritize tasks
  - Create timelines
  - Assign accountability

### **Monday, February 28, 2011**

#### **Committee Meeting - 6:00 p.m. – 8:00 p.m.**

- Committee continues review of questionnaire results
  - Identify tasks
  - Prioritize tasks
  - Create timelines
  - Assign accountability

**If needed: Monday, March 7, 2011**

**Committee Meeting - 6:00 p.m. – 8:00 p.m.**

Committee continues review of questionnaire results

Identify tasks

Prioritize tasks

Create timelines

Assign accountability

**March, 2011**

City Attorney Review

**Monday, March 21, 2011**

**Committee Meeting - 6:00 p.m. – 8:00 p.m.**

# Diversity Action Plan Questionnaire

## Demographic Information on Responder

**Gender:**

- Male ( )
- Female ( )
- Trans or intersex ( )

**What is your ethnic background?**

- Native American/Alaskan Native ( )
- Asian/ Asian American ( )
- Pacific Islander/Hawaiian ( )
- Black/African American/ African ( )
- Middle Eastern ( )
- White/Caucasian ( )
- Latino(a)/Hispanic/Chicano(a) ( )
- Multiracial ( )
- Other ( \_\_\_\_\_ )

**Sexual orientation:**

- Heterosexual ( )
- Gay/Lesbian ( )
- Bisexual ( )
- Other ( )

**Residence location:**

- North of Big Chico Creek ( ) YorN
- East of Hwy 99 ( ) YorN

**Employment:**

- Student ( )
- Unemployed ( )
- Government ( )
- Retail/ Food Service ( )
- Construction ( )
- Manufacturing ( )
- Medical ( )
- Education ( )

**Primary language(s) spoken:**

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**How Many Years have you lived in Chico? ( )**

## 2. What has been your experience been with Chico City government?

*(The **City of Chico** does not operate: the elementary/ high school district; the University and College; the Postal Service; any city parks other than Bidwell Park; any County functions such as the Sheriff's office, Jail, court or the tax assessor's office; or any entity that is outside of the Chico City limits.)*

**Planning department:** The Planning department conducts the long and short range planning for the City of Chico. The Planning department issues use permits when citizens want to conduct an activity at a location in the City where zoning law requires review before the activity can be conducted. The Planning department reviews and assists in the development of new housing, commercial and industrial in the City of Chico.

**Your experience:** ( ) Excellent, ( ) Good, ( ) Neutral, ( ) poor, ( ) Unacceptable

**Comments:** \_\_\_\_\_

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**Police department:** The police department provides 24 hour law enforcement services for our community. The police department consists of Patrol, Detectives, Animal Control, Parking Enforcement, Public Safety Dispatch (911), and Crime prevention/community service for the City of Chico.

**Your experience:** ( ) Excellent, ( ) Good, ( ) Neutral, ( ) poor, ( ) Unacceptable  
**Comments:** \_\_\_\_\_

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**Fire department:** The Fire department provides 24 hour fire suppression, Rescue, Emergency Medical Services and Public Service Assistance for the Chico Community. The Fire department also provides, Hazardous Materials Emergency Response, Emergency Preparedness training, Fire Prevention and Arson investigation as well as participating in State-wide mutual aid Fire deployments.

**Your experience:** ( ) Excellent, ( ) Good, ( ) Neutral, ( ) poor, ( ) Unacceptable  
**Comments:** \_\_\_\_\_

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**General Services/Parks department:** The GSD/Parks Department operates and maintains the City of Chico's streets, sewers, maintenance districts, street trees and all city facilities. The GSD/parks department also operates and maintains the pools, trails, roads, ranger services, lifeguards, Park Watch program and most activities in Bidwell Park.

**Your experience:** ( ) Excellent, ( ) Good, ( ) Neutral, ( ) poor, ( ) Unacceptable  
**Comments:** \_\_\_\_\_

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**Human Resources (Employment) department:** The HR department conducts all recruitments for job openings in the city work force. The HR department conducts the competitive testing processes for job applicants and insures that all local, state and federal laws are followed in the City employment process. The HR department also takes care of employee assistance, union negotiations, and addresses the individual health insurance and retirement needs of the current and retired employees of the City of Chico.

**Your experience:** ( ) Excellent, ( ) Good, ( ) Neutral, ( ) poor, ( ) Unacceptable  
**Comments:** \_\_\_\_\_

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**City Council:** The Chico City Council is the elected legislative branch of our local government. The City Council sets policy for City Staff to follow and makes local law in areas that do not conflict with State law. The City Council approves and authorizes the City Budget and leads the City in community discussions about controversial and difficult subjects.

**Your experience:** ( ) Excellent, ( ) Good, ( ) Neutral, ( ) poor, ( ) Unacceptable  
**Comments:** \_\_\_\_\_

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**City sponsored events:** City Sponsored events include those civic activities that are in all or part sponsored by public funds that were allocated by the City of Chico City Council. Examples would be the Thursday and Saturday Farmers Markets. DCBA events, Flags and holiday decorations, art programs, musical events and many other community functions.

**Your experience:** ( ) Excellent, ( ) Good, ( ) Neutral, ( ) poor, ( ) Unacceptable  
**Comments:** \_\_\_\_\_

**City Boards and commissions:** City Boards and Commissions include the Planning Commission, Parks and Playground Commission, Arts Commission, Airport commission and the Architectural Review and Historical Preservation Board. All of these boards and commissions are comprised of Chico Citizen volunteers. Each body has a separate duty under local law to make recommendations to the City Council on a wide variety of issues.

**Your experience:** ( ) Excellent, ( ) Good, ( ) Neutral, ( ) poor, ( ) Unacceptable  
**Comments:** \_\_\_\_\_

**If not, Why haven't you been involved with City government?**

**Comments:** \_\_\_\_\_

**3. Tell us about your experiences living in Chico.**

1. Why did you choose to move to Chico?

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2. How would you respond to the following statement: "Chico is welcoming to diverse citizens?"

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3. What has been the greatest contributing factor to continuing your residence in Chico?

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4. Have you formed a mentoring or close relationship with another person in Chico? Please tell us a bit about that relationship?

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5. What has been the greatest obstacle to overcome in continuing your residence in Chico?

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6. Tell me about your most positive experience living in Chico?

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7. Tell me about your most negative experience living in Chico?

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8. Is there anything else you would like to tell me about your experience living in Chico?

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**4. What can we do to improve?**

*We want to ensure that the City fosters diversity and cultural awareness in several dimensions of government. The following questions ask your opinion of the City's performance on several dimensions and priorities of City Service.*

**Dimensions and Priorities**

Access to City Services: How the City makes all services accessible.

- We want to identify and remove barriers to City services for community members.

**How important is this issue to you?**

( )Very Important, ( )Somewhat, ( )Neutral, ( )Minimal, ( )Not important.

**How well is the City performing relative to this issue?**

( ) Excellent, ( ) Good, ( ) Neutral, ( ) poor, ( ) Unacceptable

**What would be a measure of performance success for this issue?**

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City's Message Dimension: How the City demonstrates a commitment to diversity.

- We want to ensure that the City fosters diversity and cultural awareness in community events.

**How important is this issue to you?**

( )Very Important, ( )Somewhat, ( )Neutral, ( )Minimal, ( )Not important.

**How well is the City performing relative to this issue?**

( ) Excellent, ( ) Good, ( ) Neutral, ( ) poor, ( ) Unacceptable

**What would be a measure of performance success for this issue?**

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- We want to ensure that the City fosters diversity and cultural awareness in physical (infrastructure) improvements.

**How important is this issue to you?**

( )Very Important, ( )Somewhat, ( )Neutral, ( )Minimal, ( )Not important.

**How well is the City performing relative to this issue?**

( ) Excellent, ( ) Good, ( ) Neutral, ( ) poor, ( ) Unacceptable

**What would be a measure of performance success for this issue?**

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Access to Governance Dimension: Community members are invited to contribute to policy via Council, boards and commissions and public process.

- We want to increase and enhance outreach to under represented groups to serve on boards and commissions.

**How important is this issue to you?**

( )Very Important, ( )Somewhat, ( )Neutral, ( )Minimal, ( )Not important.

**How well is the City performing relative to this issue?**

( ) Excellent, ( ) Good, ( ) Neutral, ( ) poor, ( ) Unacceptable

**What would be a measure of performance success for this issue?**

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- We want to increase and enhance community awareness of public decision-making process.

**How important is this issue to you?**

( ) Very Important, ( ) Somewhat, ( ) Neutral, ( ) Minimal, ( ) Not important.

**How well is the City performing relative to this issue?**

( ) Excellent, ( ) Good, ( ) Neutral, ( ) poor, ( ) Unacceptable

**What would be a measure of performance success for this issue?**

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Communication and Information: How City communicates with, educates and informs the public about issues related to diversity.

- We want to insure that written and verbal communication is obtainable, available and readily accessible to all community members.

**How important is this issue to you?**

( ) Very Important, ( ) Somewhat, ( ) Neutral, ( ) Minimal, ( ) Not important.

**How well is the City performing relative to this issue?**

( ) Excellent, ( ) Good, ( ) Neutral, ( ) poor, ( ) Unacceptable

**What would be a measure of performance success for this issue?**

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- We want to develop mechanisms to receive, identify and resolve issues and conflicts relating to diversity.

**How important is this issue to you?**

( ) Very Important, ( ) Somewhat, ( ) Neutral, ( ) Minimal, ( ) Not important.

**How well is the City performing relative to this issue?**

( ) Excellent, ( ) Good, ( ) Neutral, ( ) poor, ( ) Unacceptable

**What would be a measure of performance success for this issue?**

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