



COUNTY OF SAN DIEGO

2021 SEP 27 AM 11:18

CLERK OF THE BOARD
OF SUPERVISORS

NATHAN FLETCHER

CHAIR

SUPERVISOR, FOURTH DISTRICT
SAN DIEGO COUNTY BOARD OF SUPERVISORS

AGENDA ITEM

DATE: October 5, 2021

19

TO: Board of Supervisors

SUBJECT

FRAMEWORK FOR THE FUTURE: CREATING A COUNTY COMMUNICATIONS STRATEGY THAT IS INCLUSIVE AND EQUITABLE (DISTRICTS: ALL)

OVERVIEW

In January, I proposed a Framework for the Future of San Diego County, which included a series of policies geared to prioritizing communities and populations in San Diego that have been historically left behind. Through this Framework, I, along with my Board colleagues, have been championing efforts that promote Racial Justice, Health Equity, Economic Opportunity, Environmental Protection, Government Transparency, and Fundamental Changes to County Operations.

Today's initiative would direct the creation of an enterprise-wide strategic communications plan and related processes, led by the Office of Equity and Racial Justice and County Communications Office, that would ensure that public-facing County documents and functions align with this Board's priorities of equity and inclusion.

RECOMMENDATION(S)

CHAIR NATHAN FLETCHER

1. Direct the Chief Administrative Officer to convene a working group of key communications stakeholders within the enterprise, led by the Office of Equity and Racial Justice and County Communications Office, incorporating feedback from community stakeholders, to create an enterprise-wide communications strategy and plan to ensure equitable, culturally responsive, inclusive, and trauma-informed processes for creation and distribution of County documents and communications.

SUBJECT: FRAMEWORK FOR THE FUTURE: CREATING A COUNTY COMMUNICATIONS STRATEGY THAT IS INCLUSIVE AND EQUITABLE

2. Direct the Chief Administrative Officer to instruct all County departments to partner with the working group identified in the previous recommendation to develop plans to ensure that communications, including contracting, business operations, and public-facing documents use appropriate language that is culturally responsive and inclusive.
3. Direct the Chief Administrative Officer to report back to the Board within 120 days on progress on Recommendations 1 and 2 and identify any resources necessary to undertake goals outlined in this Board Letter.

EQUITY IMPACT STATEMENT

This initiative was prompted by community concerns about official documents coming from the County of San Diego that used outdated terms that were harmful to the community members. This experience demonstrated that even when the County is making significant policy changes in line with equity and inclusion, the public-facing documents and communications produced by the County to carry out this vision must align with those efforts.

By creating a strategic communications plan and operationalizing communications protocols, the County will ensure that the language used in County documents and communications aligns with policy priorities of equity and inclusion. Community feedback and concerns will be central to the process.

FISCAL IMPACT

There is no fiscal impact associated with this request. If additional resources are needed to carry out the intent of the Board Letter, staff will return to the Board with requests.

BUSINESS IMPACT STATEMENT

N/A

ADVISORY BOARD STATEMENT

N/A

BACKGROUND

In January 2021, I introduced to this Board the concept of a “Framework for the Future of San Diego.” This Framework prioritizes communities and populations in San Diego that have been historically left behind. Through this Framework, I, along with my Board colleagues, have been championing efforts that promote Racial Justice, Health Equity, Economic Opportunity, Environmental Protection, Government Transparency, and Fundamental Changes to County Operations.

I am proud that this Board has supported many initiatives based on these ideals. As we pass innovative policies, our operational functions as a County must keep up. This proposal does just that, directing staff to undertake strategic work to ensure that County communications and documents reflect the ideals and policy objectives of the Board of Supervisors.

SUBJECT: FRAMEWORK FOR THE FUTURE: CREATING A COUNTY COMMUNICATIONS STRATEGY THAT IS INCLUSIVE AND EQUITABLE

Specifically, this proposal directs the Chief Administrative Officer (CAO) to convene a working group of key communications stakeholders within the County, led by the Office of Equity and Racial Justice and County Communications Office, incorporating feedback from community stakeholders, to create an enterprise-wide communications strategy and plan. This strategy will ensure equitable, culturally responsive, inclusive, and trauma-informed processes for the creation and distribution of County documents and communications. Additionally, under this proposal, County departments will partner with that working group to develop plans to ensure that communications, including contracting, business operations, and public-facing documents use appropriate and inclusive language. Finally, once these processes are underway, I propose that staff report back within 120 days on their progress and identify any resources necessary to undertake the goals outlined in this Board Letter.

This initiative was prompted by community concerns about the use of outdated language on official County documents that were circulated in the community. These documents were seeking to encourage the inclusion of LGBTQ+ communities to compete for eligible county funding to specifically address the needs of that community. But the use of outdated language made the very groups the County was seeking to include, feel excluded. This incident shows the importance of the message when carrying out an action and how operationalizing policy ideals requires a thoughtful and strategic process.

The LGBTQ+ community has historically been left behind in San Diego County, but our Board has made clear the commitment to ensuring that this community is valued and heard. For example, on July 13, 2021, this Board passed an initiative by Vice Chair Vargas and Supervisor Lawson-Remer that directed the CAO to identify areas and opportunities to uplift the LGBTQ+ community. This proposal included trainings for County staff and the implementation of a non-binary gender marker for County employees. Today's proposal builds on the ideals of that July initiative and expands the work to outward-facing documents and actions of the County.

While this action was spurred by an incident involving the LGBTQ+ community, taking a strategic approach to ensure that county communications and documents align with the Board's ideals encompassing issues including race, ethnicity, disability, gender, and socioeconomic status. Work in equity requires consistent learning. The Office of Equity and Racial Justice, along with the County Communications Office, will prove invaluable as our County staff is tasked with creating new policies, programs, and initiatives that are meant to reflect the Board's policy objectives. Today's effort is a small but significant step for our Board to show our commitment to issues of equity and inclusion.

I urge your support.

SUBJECT: FRAMEWORK FOR THE FUTURE: CREATING A COUNTY COMMUNICATIONS STRATEGY THAT IS INCLUSIVE AND EQUITABLE

LINKAGE TO THE COUNTY OF SAN DIEGO STRATEGIC PLAN

Today's proposed action to create a communications strategy plan to ensure equitable, culturally responsive, inclusive, and trauma-informed processes for the creation and distribution of County documents and communications supports the Operational Excellence Strategic Initiative in the County of San Diego's 2021-2026 Strategic Plan by aligning County practices with policy priorities of equity and inclusion.

Respectfully submitted,

A handwritten signature in black ink that reads "Nathan Fletcher". The signature is written in a cursive style with a long horizontal stroke extending to the right.

NATHAN FLETCHER
Supervisor, Fourth District

ATTACHMENT(S)
N/A

SUBJECT: FRAMEWORK FOR THE FUTURE: CREATING A COUNTY COMMUNICATIONS STRATEGY THAT IS INCLUSIVE AND EQUITABLE

AGENDA ITEM INFORMATION SHEET

REQUIRES FOUR VOTES: Yes No

WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED
 Yes No

PREVIOUS RELEVANT BOARD ACTIONS:

June 23, 2020 (27), approved Fighting for Communities of Color: Establishing an Office of Equity and Racial Justice.

July 13, 2021 (20), approved Advancing Inclusion of LGBTQ+ Community in San Diego County.

BOARD POLICIES APPLICABLE:

N/A

BOARD POLICY STATEMENTS:

N/A

MANDATORY COMPLIANCE:

N/A

ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):

N/A

ORIGINATING DEPARTMENT: Fourth Supervisorial District

OTHER CONCURRENCE(S): N/A

CONTACT PERSON(S):

Sarah Dawe
Name
(619) 531-5544
Phone
Sarah.Dawe@sdcounty.ca.gov
E-mail

Ana Laura Martinez
Name
(619) 531-5544
Phone
AnaLaura.Martinez@sdcounty.ca.gov
E-mail