

<b>Impact Matrix Color Coding Key:</b>		
<b>Immediate</b>		
<b>Plan</b>		
<b>Consider</b>		
<b>Drop</b>		
<b>DEI COMMITMENT IN ACTION</b>		
<b>RECOMMENDED ACTIONS</b>		
Clarify the City's Commitment to Diversity, Equity, and Inclusion		
	Issue City Proclamation on commitment to DEI	
	Establish equity criteria to be used in all City processes, programs, reports and require an "equity impact statement" as part of staff reports to Council to understand equity impacts of proposed items	
	Educate City staff on diversity, equity and inclusion	
Hire Encinitas Diversity, Equity, Inclusion Leader to sustain City's DEI Commitment by overseeing equity interests for city staff, trainings, events, services, and programs		
Diversify City boards and commissions to represent local demographics		
	Adopt a city-wide commitment to intentionally diversify Boards and Commissions to represent all demographics of the community	
	Conduct analysis of barriers to diverse applicants and representation on Boards and Commissions and revise recruitment processes for Boards and Commissions to enhance diversity of members	
	Increase the diversity of the applicant pool and Boards, Committees & Commissions by:	
		Require at least 1 woman or 1 person of color in each applicant pool for Boards and Commissions
		Adopt requirements of AB931 (2019) early
		Add two additional seats reserved for renters to the Planning Commission
		Adopt an aspirational statement about equitable representation on Board, Committee, and Commission seats
		Offer a need-based stipend to Commission members
		Ensure applications for Boards, Commissions, and Committees are available in Spanish and can be translated into other languages as well

		Have a table and offer recruitment opportunities for Boards and Commissions at events and activities in the community sponsored by minority populations, cultural organizations, organizations committed to equity and diversity
		Create a contact list of non-profits to distribute Board, Committee, and Commission openings to
		As part of their focused actions, ask existing Commissions to recruit new members with an emphasis on diversity & equitable representation
		Advertise Board and Commission positions in other places like mpboardexchange.com, the Parks & Recreation publication, flashing event signs around the community
		Utilize venues such as a Citizens' Leadership Academy (and other opportunities) to communicate information about Board/Committee/Commission positions
		Create a narrative of Board and Commission appointments and why citizens would want to serve
		Require Diversity, Equity, Inclusion & Belonging training for Commission members
Expand support for LGBTQ+ Equity efforts		
	Designate a City staff member to be a liaison with the North County LGBTQ Center	
	Have a dedicated LGBTQ+ Resources page on the City of Encinitas web page	
	Submit an application to the Human Rights Campaign Municipal Equality Index (MEI) with the intention of earning a perfect score of 100 points	
	Promote LGBTQ+ community events through city web page listings and city email	
<b>HOUSING</b>		
<b>RECOMMENDED ACTIONS</b>		
Raise public awareness of housing process		
	Host educational workshops for public and developers to clarify processes and improve access to housing, including topics such as Development 101, Access to Housing, and SB9-specific education	
	Host events to gather applications for affordable housing, using a targeted approach at specific populations/employers for advertising	
	Modify advertising requirements for any deed-restricted affordable unit to require outreach to local employers	

Include, and communicate to, diverse voices in housing process		
	Create a practice or revise existing policy specifically to ensure diverse voices are heard in the housing process when projects are being considered by Planning and Zoning and/or Council	
	Leverage the Equity Committee to create a list identifying community members and community organizations to specifically be invited to participate in housing studies	
	Ensure Racial and Ethnic Equity Study as well as future housing studies intentionally engage the current unhoused population to learn more about their needs/barriers to housing	
Ensure housing studies engage and include unhoused population		
Identify and pursue a housing project for partnership with the County to create additional housing opportunities in Encinitas		
<b>PUBLIC SAFETY</b>		
<b>RECOMMENDED ACTIONS</b>		
Create Public Health and Safety Commission to ensure City's public health and safety needs are met		
Work with Sheriff's Department and other public safety agencies to improve oversight of data and drive more transparency of how public safety resources are deployed (Staffing, Fiscal Responsibility, Utilization of all resources/# of calls for PERT & MCRT)		
Increase utilization of MCRT		
	Add MCRT Phone Number and information to Website in a prominent location	
	Pursue joint marketing opportunities to promote the program including creating joint Public Service Announcement with County and City	
	Implement intentional interagency coordination, collaboration, training, and best practices for MCRT (Sheriff's Office, Fire Department, City, 9-1-1/Fire Dispatch) and require regular reports to ensure joint coordination and training is occurring	

	Require monthly reporting of data on program performance. Number of calls coming through crisis line and 911, who's overseeing the performance of the program, pre & post data about how successful the program is, # of calls allocated to MCRT vs. PERT vs. Police (watch out for bias in dispatch process)	
<b>COMMUNITY ENGAGEMENT</b>		
<b>RECOMMENDED ACTIONS</b>		
Improve accessibility of City communications (website, publications, communication channels)		
	Add additional community language options/translation options and accommodations for the visually impaired	
	Offer sign language interpretation services at public meetings/events	
	Conduct an analysis of community outreach processes to determine efficacy in reaching all representative groups of the community. Based on the results, determine who is not being reached and how processes might need to change to reach these groups	
Establish Encinitas as a place that welcomes everyone		
	Develop "Everyone is Welcome Here" marketing campaign	
	Create & adopt a "Welcoming Community" statement	
	Utilize City venues/events/infrastructure to clearly communicate Encinitas as a place that welcomes everyone	
Align community groups (non-profits, religious groups etc.) on key issues such as Housing, Public Safety		
	Replicate model of Community Homeless Action Plan Work Group for other key issues	
	Establish Neighborhood Dialogues as a forum for interpersonal connection, storytelling, and sharing	