



City of Encinitas

Equity Committee Notes

June 15, 2021

Summary & Next Steps

The City of Encinitas Equity Committee met on June 15, 2021 for a three-hour retreat to identify key focus areas for the work of the Committee and outline a plan of action for upcoming meetings.

A summary of the discussions of the committee, decisions, and identified action items follows this briefing letter.

While the Committee fully acknowledges the importance of all possible aspects of equity work in Encinitas, they identified three key areas of focus for the initial work of the Committee:

- Housing
- Public Safety
- Community Engagement *
 - *This item will be renamed to be more accurately descriptive of the content at a future meeting

The Committee also decided its initial focus would be on the subject of housing in Encinitas, specifically:

- Proposed Project processes in Encinitas
- Community Conversations around housing
- Support for the relocation of the overnight parking lot

At its next meeting, the Equity Committee will also outline next steps for its areas of focus within the realm of Public Safety.

Please direct any questions to Nicole Lance at: nicole@nicolelancestrategies.com or Justin Fulton at: justin@rustingroup.com

Respectfully submitted,

Nicole M. Lance, CEO, Lance Strategies



Decisions

- 3 Housing Topics (Next Meeting)
- Booked 30 minutes next meeting to deep dive on Public Safety and Community Engagement
- Revisit title “Community Engagement”

Action Items

- (Nicole) Connect with City Manager for housing data lens and right people at next meeting
- (Allison) What do other cities do with Project Proposals?
- (Nicole) Inquire re: data availability -who works here, but does not live here?
- (Mali) Locating stories for support of relocation of overnight parking lot
- (Marlon) Locate data re: crime stats related to the overnight parking lot

Transportation

- More active transportation
- City-sponsored ride share
- Non-infrastructure options
- More bus and service lines
- Different transit services
- Beach and coastal access
- Bring back Lift (free local routes)
- Safer Rail Crossings - Leucadia

City

- Residents and Visitors
 - Multicultural celebrations
 - Diversity events/visuals
 - Commit commission long-term
 - Council engagement with diverse communities and their celebrations
- Employees
 - Intentional recruitment and development
 - DEI Officer
 - Diverse staffing practices (hiring, onboarding, training, employee handbook)

- Businesses
 - Local vendor preference
 - DEI contract award preference
 - DEI info sharing with local small businesses (toolkit, best practices)
- City Policy
 - Build equity considerations into policymaking
 - Equity considerations built into regulation
 - Equity checks and balances in policymaking

Community Engagement*

To be renamed

Intentional Diversity/Equity

- Decision Making
 - Intentionally diverse commissions (socioeconomic, race, LGBTQ, ability, +++)
 - Diverse voices for decision making
 - Engage with existing non-profits to seek advice and participation to address issues
 - Reaching out to organizations for their input for improved equity
- Create a Welcoming Diverse Community
 - DEI Ambassadors in community (eg talking points)
 - More welcoming to all elements of diversity
 - Welcoming, not polarizing
 - Increase racial diversity of residents
 - Relationship with EUSD
- Impacting Civic Dialogue
 - Transparency (active and intentional, both Equity Committee, and City)
- Food Insecurity
 - Sea and Soil Program
 - Provide rides for families to food banks

Public Safety

- Open dialogue with Sheriff's office
- Fair and equitable treatment re: traffic stops
- Understand police presence in Encinitas
- Community-oriented police presence
- Balancing education and enforcement
- Consideration of having an Encinitas Safety Department (Police and Fire)
- Support for Mobile Crisis Response Team to divert away from Sheriff
- Use of data to gauge success or challenges

- If other cities also protected by County Sheriff Department have equity committees, then connect & communicate with them

Housing

- Activate Homelessness Action Plan
 - Housing insecurity
 - Make it tangible
 - Space/opportunities to engage socially for unhoused population
 - Community education events/dialogue
 - Every action has an equity lens
- More Affordable Housing
 - Availability of affordable housing
 - Community partnerships to build public housing
 - Increase percentage of affordable housing
 - Partnerships with neighboring cities
 - Incentivize affordable housing - not just density bonus
- Policy Review
 - Policy review (our history)
 - Which lens
 - Impact/story
 - “Now what?” - community engagement
 - R-30 zoning and infill
 - Understand “why” behind housing vulnerability
 - Policy considerations re: equity/exclusion
 - Understand barriers that led to current situation
 - Inclusive housing practices
 - Systemic exclusion
 - Lowest percentage of apartments and m/f
 - Land stewardship
 - ‘First peoples’ consideration
- Excellence - diverse backgrounds and housing
- Tracking who stays/comes
- Median price vs median income demographics
- Proposed projects
 - Racial lens
 - Equity considerations
 - Projections of residents - impacts to diversity of population (clear calcs, vulnerable pops)
 - What is the city’s role?
 - Communications with Community
 - Who benefits vs who is impacted
 - Psychic/perceived reduction of Quality of Life
 - How do we utilize a DEI lens in all Council actions?

- Inform Community Conversations/Consideration about Housing Issues
 - Shift dialogue to who's not getting housing
 - Increase public participation in process of underrepresented voices
 - Actively engage underrepresented voices to change narrative
 - "We're not as affluent as we think."
 - Civic dialogue in favor of affordable housing
 - Voices that id. housing voices as good

Housing Focus Area next steps

- Proposed projects
 - Operationalize - City Manager/Housing person
 - Can we get data projections? Apply data to housing projects
 - Staff Reports
 - Best practices?
 - Who works here but doesn't live here?
- Community conversation
 - What is the opposition?
 - Ways to normalize
 - Brainstorm solutions
- Support for relocation of overnight parking lot
 - Marlon - data
 - Mali - story

Future Considerations

- What do we need to know?
- Who do we need to talk to?
- What data do we need?
- What does success look like?