



AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

JUNE 21, 2021



AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

Agenda

- Meeting Agenda Review
- Staff Presentations
 - 1. **We Are Irvine Diversity Campaign**
 - 2. **Public Safety Update**
- Committee Member Questions and Deliberation
- Public Q&A
- Adjournment - Next meeting July 29, 2021

AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

We Are Irvine Diversity Campaign

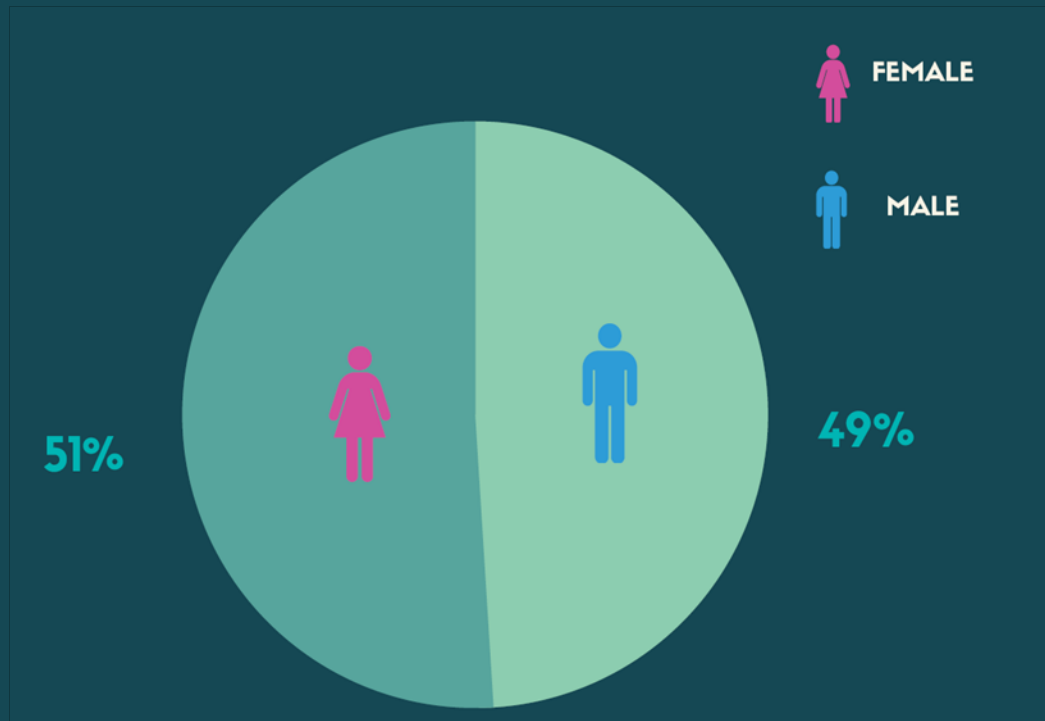
- 1. Review Demographic Information**
- 2. We Are Irvine :** *Campaign Update and Efforts to Address Gaps*
- 3. Goals, Strategies & Timeline:** *Identifying Goals, Strategies, and Timeline to Implement We Are Irvine Campaign across all City Communications*

I. CITY OF IRVINE

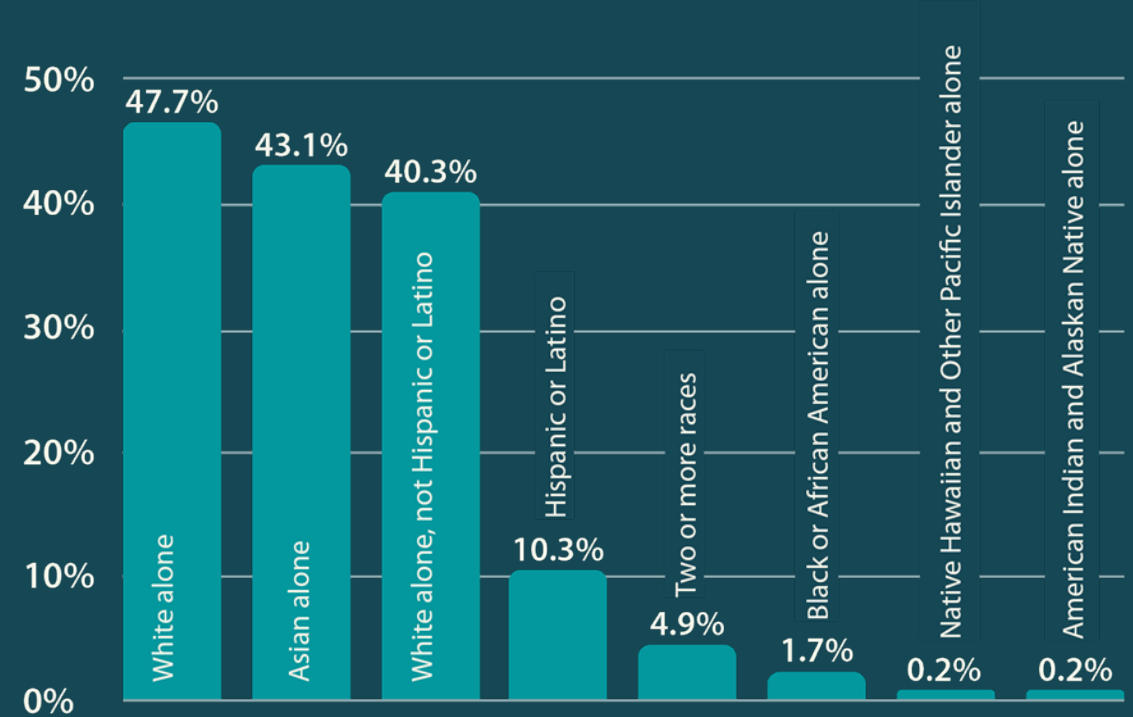
BY THE NUMBERS: DEMOGRAPHICS



GENDER



ETHNICITY



I. CITY OF IRVINE IDENTIFIED LANGUAGES SPOKEN

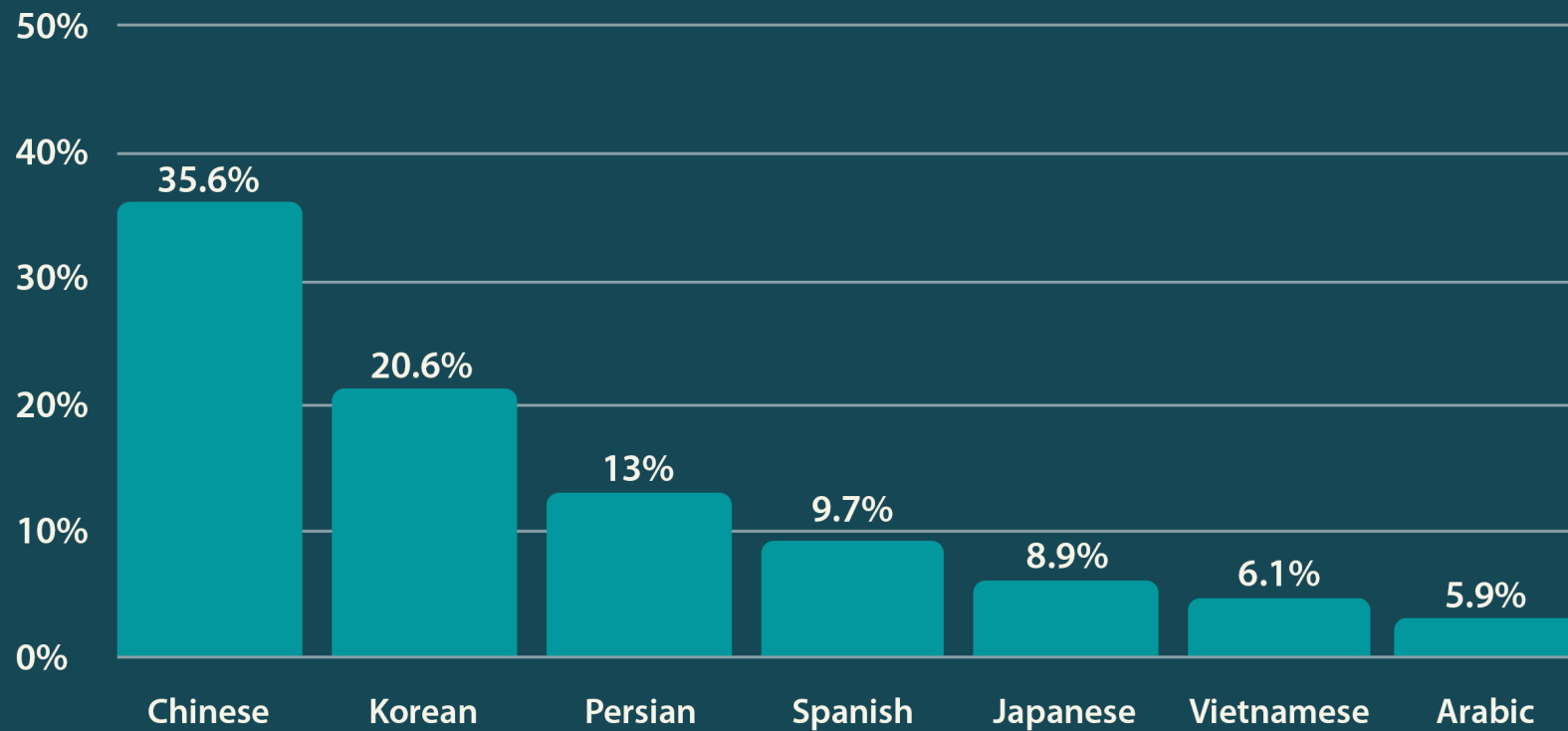


I. CITY OF IRVINE

LANGUAGES SPOKEN AT HOME



SPEAK ENGLISH LESS THAN "VERY WELL"



2. CITY'S DIVERSITY CAMPAIGN WE ARE IRVINE UPDATE



Nosotros Somos Irvine 私たちは、Irvine 出身です
우리가 어바인입니다 Împreună formăm Irvine

Irvine نحن

DIVERSITY

50th Anniversary

我们就是尔湾

ما ارواين هستيم

CHÚNG TÔI LÀ IRVINE GREAT PARK Biz Irvine'iz

Happiest City in US LIVE, WORK, PLAY Excellence in Education No. 1 in Fiscal Strength open space

ما Somos Irvine আমরা Irvine-এর



2. EVALUATING CAMPAIGNS TO ENSURE DIVERSITY



來注射疫苗吧!

得來速 新冠疫苗 接種站
爾灣橙縣大公園

cityofirvine.org/vaccine

如想預約, 請上
myturn.ca.gov 網頁或打電話到 1-833-422-4255
不需預約, 即可接種



Changes to Collateral Development

- Develop collateral from City demographics
- Seek cultural experts' advice and recommendations on best practice communication strategies
- Showcase multicultural population
- Stress the importance of diversity, equity, and inclusion



Changes to Campaign Promotion

- Include multilingual fliers and graphics
- Target paid ads to City demographics
- Leverage community partners

2. DIVERSITY OUTREACH AND EDUCATION



3. GOALS/STRATEGIES & TIMELINE



Goal 1: Continue promoting and fostering the City's We Are Irvine campaign.

Strategy	Timelines	Accountability	Description	Status Report
Develop additional collateral.	Ongoing	PIO	Expand the We Are Irvine collateral to include video testimonials, City banners, Q&As, etc.	<input checked="" type="checkbox"/> Underway <input checked="" type="checkbox"/> Ongoing
Continual promotion of campaign.	Ongoing	PIO	Continue to promote the campaign on the City website and social media accounts to ensure campaign awareness and branding.	<input checked="" type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing
Develop partnerships with community-based organizations.	Underway	PIO	Utilize local nonprofits to share the campaign and increase visibility.	<input checked="" type="checkbox"/> Underway <input checked="" type="checkbox"/> Ongoing
Promotion at community events.	Underway	PIO	Include campaign materials and information booths at upcoming events, including Global Village Festival, National Night Out, Holidayz at the Park, and others.	<input checked="" type="checkbox"/> Underway <input checked="" type="checkbox"/> Ongoing

3. GOALS/STRATEGIES & TIMELINE



Goal 2: Build and deliver outreach and marketing collateral that reflect the diversity of all City residents.

Strategy	Timelines	Accountability	Description	Status Report
Incorporate the We Are Irvine essence into all City campaigns and marketing initiatives.	Ongoing	PIO	Utilize the campaign as a model for all outreach and education in the City. Incorporate elements of diversity, language, and inclusivity into each campaign moving forward.	<input checked="" type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing
Outreach through higher education partners.	Ongoing	PIO	Develop long-term outreach programs with the community's educational systems that encourages diversity and equity. Include educational entities such as UC Irvine, Brandman University, Irvine Valley College, and others beyond Orange County.	<input checked="" type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing
Outreach through community partners.	Ongoing	PIO	Establish and foster long-term relationships with nonprofit agencies such as South Coast Chinese Cultural Center, Love Irvine, Abrazar, and others in Orange County.	<input checked="" type="checkbox"/> Underway

3. GOALS/STRATEGIES & TIMELINE



Goal 3: Establish multilingual communication tools for the diverse communities comprising the City of Irvine.

Strategy	Timelines	Accountability	Description	Status Report
Streamline written translation accessibility.	Ongoing	PIO	Develop a written translation contract with a reputable translation agency to provide accurate and timely campaign translations.	<input checked="" type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing
Include translated assistance messaging in communications.	June 2021	PIO/CS	<i>Translate “for more information, please call” messaging in top eight languages spoken in the City in all external news bulletins.</i>	<input checked="" type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing
Explore the establishment of a language phone line.	September 2021	PIO	Research setting-up a translation phone line for any caller or in-person visitor to access City information and services.	<input checked="" type="checkbox"/> Underway
Provide translation services on the City’s website.	Ongoing	PIO	City’s website includes feature to translate information to more than 80 different languages, including information on campaigns and initiatives.	<input checked="" type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing

3. GOALS/STRATEGIES & TIMELINE



Goal 4: Leverage key community partners and stakeholders to provide outreach and education to the diverse Irvine population.

Strategy	Timelines	Accountability	Description	Status Report
Identify key organizations and community stakeholders to assist with outreach and education efforts.	Ongoing	PIO	Engaging these community stakeholders will provide another arm of education and outreach, and be deemed a credible source in the community.	<input checked="" type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing
Contract with targeted nonprofits and community partners to provide relevant and culturally and linguistically competent resources.	Ongoing	PIO	Nonprofits staffed by and serving the key demographics of the City can provide credible, trusted information to the populations they serve. The City can leverage these partnerships to share citywide programs, events, campaigns, etc. and ensure all residents have access to City information.	<input checked="" type="checkbox"/> Underway
Develop and implement a We Are Irvine lecture series.	August 2021	PIO	Work with the South Coast Chinese Cultural Center to develop and present a “We Are Irvine: Living Resource Guide Lecture Series” a proactive program that offers constructive and methodical introduction to local government to Chinese-speaking newcomers.	<input checked="" type="checkbox"/> Underway

AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

Public Safety Update

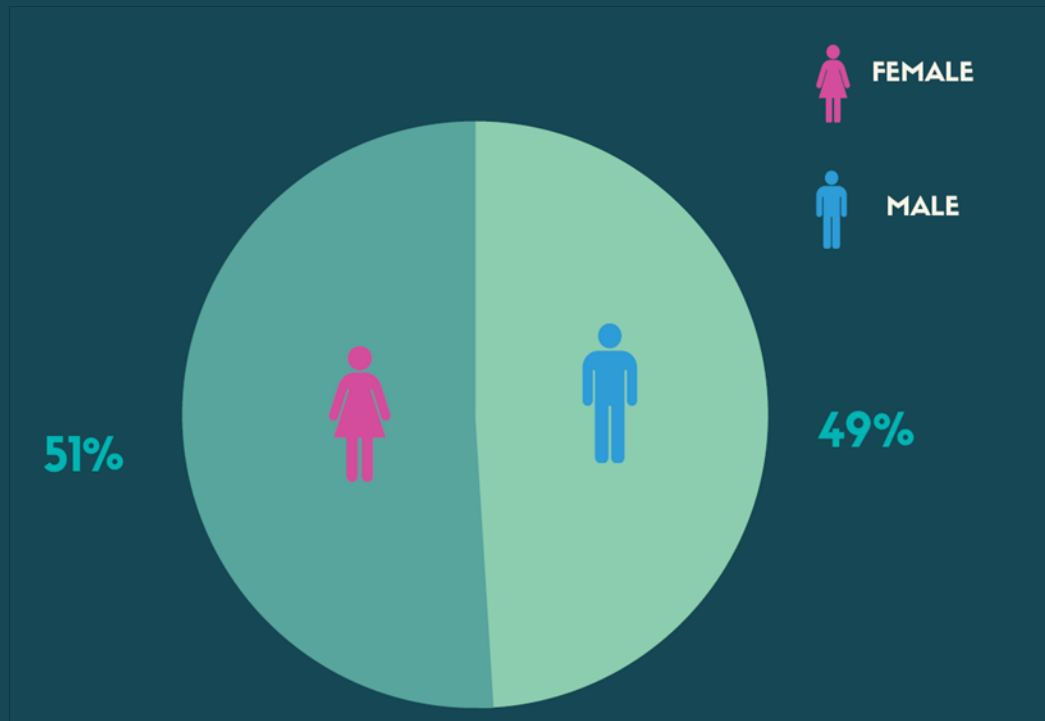
- 1. Recruitment, Hate Crime/Hate Incidents, and Training**
- 2. Programs and Initiatives Update**
- 3. Goals, Strategies & Timeline: Identifying Goals, Strategies, and Timeline**

I. CITY OF IRVINE

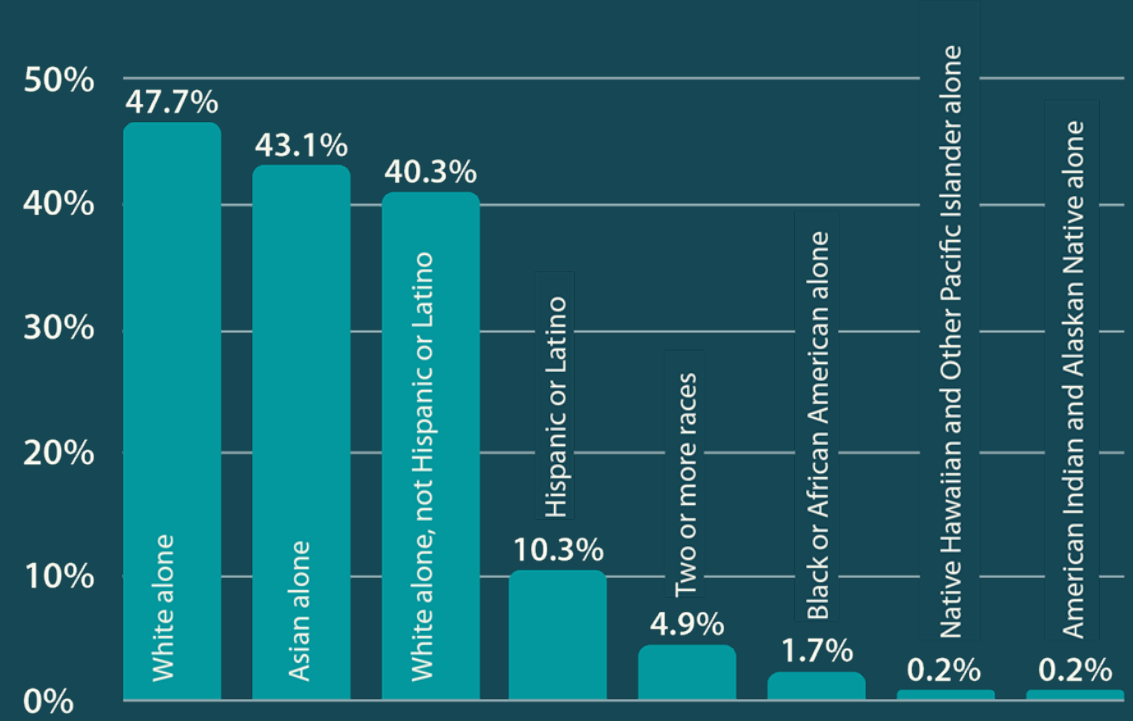
BY THE NUMBERS: DEMOGRAPHICS



GENDER



ETHNICITY



SWORN OFFICER DIVERSITY

Ethnicity	Sworn
2 or more	10
Afghanistan	1
Asian	26
Black	4
Hawaii/PacIs	1
Hispanic	32
Iranian	1
Iranian/Egyptian	1
Pakistan	1
White	144
Grand Total	221

Gender	Sworn
F	36
M	185
Grand Total	221

RECRUITMENT UPDATE

- Electronic Billboards
- Social Media
- Recruitment Video
- Department and City Websites
- Recruitment Websites
- Law Enforcement Websites/Magazines
- Outreach to Local Universities
- Outreach to Community-Based Organizations




COMMUNITY RECRUITMENT AND MENTORING PROGRAM

- Designated Team of Diverse Officers
- Enhance Current Recruitment Efforts
- Targeted Outreach
- Presentations
 - Overview of IPD
 - Hiring process
 - Department and community expectations
- Program Launch in August 2021



REPORTING HATE CRIMES AND HATE INCIDENTS UPDATE

- Contact Irvine Police Directly
 - 911 for crimes in progress
 - 724-7200 for non-emergencies
 - Available to English and non-English speakers
- Hate Crime Reporting Portal
 - Multiple languages
 - Option to remain anonymous



Reporting Hate Crimes and Hate Incidents

<p>尔湾警察局已设立了网上提报仇恨犯罪和仇恨事件报告的系统。</p> <p>如果是处于紧急情况或正在进行中的犯罪，请马上打911。</p> <p>任何受害者，目击者，或案件的相关者，如果不希望直接打电话给警察部门，可以上这个网站去举报仇恨犯罪或仇恨事件：</p> <p>cityofirvine.org/irvine-police-department/reporting-hate-crimes-and-hate-incidents</p>	<p>The Irvine Police Department has established an online hate crime and hate incident reporting portal.</p> <p>If this is an emergency or crime in progress, please call 911.</p> <p>Victims, witnesses, or other involved persons who prefer not to call the police department directly may report hate crimes or hate incidents online by visiting:</p> <p>cityofirvine.org/irvine-police-department/reporting-hate-crimes-and-hate-incidents</p>	<p>اداره پلیس ایروین ، یک شبکه آنلاین برای گزارش جرم نفرت و گزارش حادثه نفرت ایجاد کرده است</p> <p>اگر این یک مورد اضطراری یا جرمی در حال انجام است ، لطفاً با شماره 911 تماس بگیرید</p> <p>قربانیان ، شاهدان یا سایر افراد درگیر که ترجیح می دهند مستقیماً با اداره پلیس تماس نگیرند ، می توانند با مراجعه به اینترنت ، جرایم نفرت یا حوادث نفرت را بصورت آنلاین گزارش کنند</p> <p>cityofirvine.org/irvine-police-department/reporting-hate-crimes-and-hate-incidents</p>
<p>Irvine 경찰서는 온라인 증오범죄 및 증오사건보고 포털을 구축하였습니다.</p> <p>만약 긴급상황이거나 진행중인 범죄인 경우에는 911로 전화하십시오.</p> <p>경찰서에 직접 전화하기를 원하지 않는 피해자, 증인 또는 기타관련자는 다음 사이트를 방문하여 증오범죄 또는 증오사건을 온라인으로 신고할 수 있습니다.</p> <p>cityofirvine.org/irvine-police-department/reporting-hate-crimes-and-hate-incidents</p>	<p>El Departamento de Policía de Irvine ha establecido un portal en línea para denunciar incidentes y delitos de odio.</p> <p>Si se trata de una emergencia o un delito en progreso, llame al 911.</p> <p>Las víctimas, testigos u otras personas involucradas que prefieran no llamar directamente al departamento de policía pueden denunciar delitos o incidentes de odio en línea visitando:</p> <p>cityofirvine.org/irvine-police-department/reporting-hate-crimes-and-hate-incidents</p>	<p>Sở cảnh sát Irvine đã thành lập trang mạng để báo cáo vụ việc gây thù ghét và tội phạm.</p> <p>Nếu đây là trường hợp khẩn cấp hoặc tội phạm đang diễn ra, xin vui lòng gọi 911.</p> <p>Nạn nhân, nhân chứng, hoặc những người có liên quan không muốn gọi trực tiếp cho sở cảnh sát có thể báo cáo trực tuyến các tội ác vi thù ghét hoặc các vụ việc gây thù ghét bằng cách truy cập vào:</p> <p>cityofirvine.org/irvine-police-department/reporting-hate-crimes-and-hate-incidents</p>


ONLINE REPORTING PORTAL

[cityofirvine.org/irvine-police-department/reporting-hate-crimes-and-hate-incidents](#)
☆

Reporting Hate Crimes and Hate Incidents

NAVIGATION

- Irvine Police Department ▾
- Automated License Plate Reader (ALPR) 3.03.26
- Bicycle Registration and Bicycle Safety
- Business Desk ▾
- Community Police ▾
- Academy
- Coyote Information
- Crime Map
- Department Units
- Directory
- Drones
- Emergency Management
- Employment
- Firearms Safety
- Mental Health Unit
- Online Crime Reporting
- Parking ▾
- Police Records
- Policy & Training ▾
- Press Releases
- Proposition 64
- [Reporting Hate Crimes and Hate Incidents](#)



The Irvine Police Department (IPD) is committed to the safety of all community members and encourages tolerance and respect for diversity at all times. IPD vigorously investigates and documents all hate crimes and hate incidents that occur within the City of Irvine.

FEATURED NEWS [View All News >](#)

Remembering
the victims of
COVID-19



[Read More](#)

The City of Irvine seeks to honor and remember its residents who have died from COVID-19 by establishing a memorial web page and video tribute. Family members who would like their loved one included in the remembrance may submit a photo and a quote honoring the resident via a dedicated web page.

DEPARTMENT INFO

Irvine Police Department
 1 Civic Center Plaza
 Irvine, CA 92606-5207
Phone: 949-724-7000

ONLINE REPORTING PORTAL

If this is an Emergency or crime in progress, please call 911.

[CLICK HERE TO REPORT A HATE CRIME OR HATE INCIDENT \(ENGLISH\)](#)

برای گزارش یک جرم نفرت یا یک حادثه نفرت اینجا را کلیک کنید

[|보고서의 증오 범죄 또는 증오 사건 여기를 클릭](#)

[单击此处报告仇恨犯罪或仇恨事件](#)

[單擊此處報告仇恨犯罪或仇恨事件](#)

HAGA CLIC AQUÍ PARA REPORTAR UN CRIMEN DE ODIO O INCIDENTE DE ODIO

BẮM VÀO ĐÂY ĐỂ BÁO CÁO MỘT TỘI PHẠM HOẶC CẢM GHÉT SỰ CỐ

← → ↻ records.cityofirvine.org/OnBaseWebClientStdUF/UnityForm.aspx?key=UFKey ☆ ★ 👤



جرم ناشی از نفرت / گزارش وقایع نفرت

1) اطلاعات شخص گزارش کننده یا اطلاعات شما

نام

شماره تلفن

نام خانوادگی

← → ↻ records.cityofirvine.org/OnBaseWebClientStdUF/UnityForm.aspx?key=UFKey ☆ ★ 👤

نشانی

درس ایمیل

ایمیل بفرید

نام همسرم

قربانی

نا شاهد

2) حادثة

زمان وقوع

مکان خبیان

شماره *

1) 报案者资料（你的资料）

名

姓

手机号码

地址

生日

电子邮箱

报案的内容跟你是什么关系（可多选）
☐ 我是受害者 ☐ 我是受害者的亲人 ☐ 其他关系（请解释）
☐ 我是受害者的朋友 ☐ 我是受害者的同事
☐ 我只是目击者

2) 事件内容

事件发生的日期和时间 *

案发地点 / 地址 *

城市 *

邮编

案发地点的属性 *
☐ 公司或商店
☐ 网际网路
☐ 宗教聚会场所
☐ 私人住宅
☐ 公共场所
☐ 街道上
☐ 公共交通
☐ 学校
☐ 其他

*如标示“其他”，请描述事发地点

PUBLIC OUTREACH AND EDUCATION

- Social Media
- Videos
- City and Department Websites
- Community Presentations
- Informational Pamphlets
 - On display in City of Irvine lobbies and community centers
 - Shared with our cultural centers and houses of worship
- Hate Crime/Hate Incident Data Posted Monthly

 **Irvine Police Department**
Published by Linnea Abey · March 19 · Instagram ·

The Irvine Police Department (IPD) now offers an online reporting portal for hate-related crimes and incidents that occur within the City of Irvine.

尔湾警察局设立了仇恨犯罪和仇恨事件的在线报告门户。请访问 <https://www.cityofirvine.org/irvine-police-department/reporting-hate-crimes-and-hate-incidents> 获取更多信息。

پلیس ارواین گروه گزارشی مخصوصی مامور کرده برای رسیدگی به اطلاع رسانی شهروندان ارواین برای هر نوع جرم مربوط به تنفر و نژاد پرستی و جنایات مربوط به آن. لطفا در صورت قرار گرفتن در چنین موقعیتی به وب سایت زیر مراجعه بفرمیدید.

<https://www.cityofirvine.org/.../reporting-hate-crimes...>

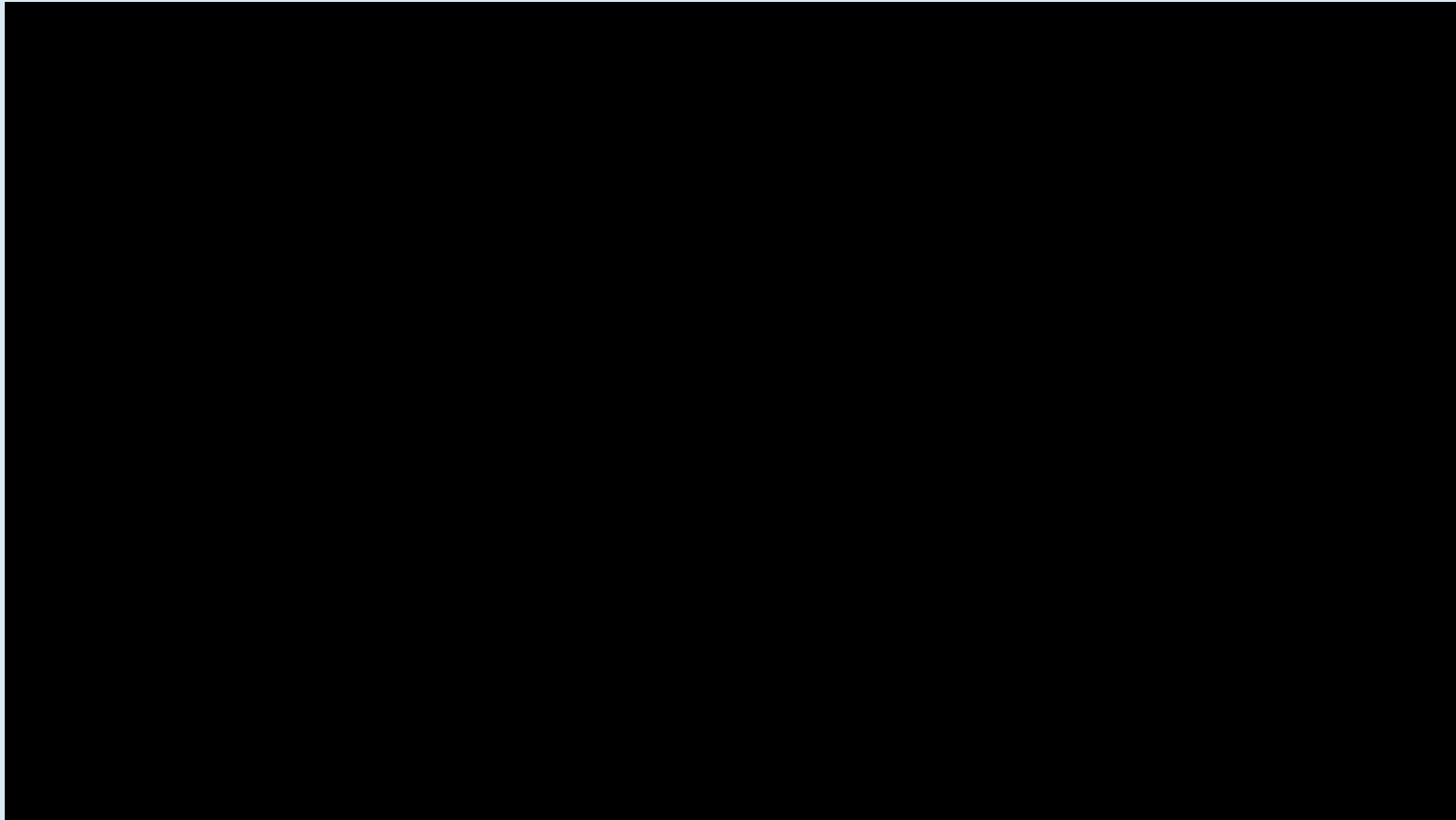
얼바인 경찰국은 증오 범죄 와 증오 사건에 관한 인터넷 신고 서비스를 첨가 합니다.
자세한 정보는 다음 웹사이트 를 방문 하세요.
<https://www.cityofirvine.org/.../reporting-hate-crimes...>

El Departamento de Policía de Irvine ha creado un sitio por el internet para Reportar Crímenes y Incidentes de Odio. Por favor vaya al sitio <http://www.cityofirvine.org/.../reporting-hate-crimes-and...> para más información.

Cảnh sát Irvine Thêm Cổng Báo cáo Trực tuyến về Tội ác Ghét và Sự cố Hận thù. Truy cập <https://www.cityofirvine.org/.../reporting-hate-crimes...> để biết thêm thông tin.



PUBLIC OUTREACH



HATE CRIMES

Hate Crimes by Bias	2016	2017	2018	2019	2020	Total
Anti-African American	1	1	1	1	4	8
Anti-Arab		1		1		2
Anti-Asian		2		1	1	4
Anti-Catholic						0
Anti-Caucasian					1	1
Anti-Gay				2		2
Anti-Hispanic				1		1
Anti-Jewish			1	1		2
Anti-Muslim					1	1
Anti-Native American	1					1
Grand Total	2	4	2	7	7	22
Arrest Made	1	3		1	3	8
Case Cleared through Investigation		1		3		4
Total Clearance Rate						55%

HATE INCIDENTS

Hate Incidents	2016	2017	2018	2019	2020	Total
Anti-African American			2	2	7	11
Anti-Arab		1	1	2	1	5
Anti-Asian					3	3
Anti-Gay				1		1
Anti-Hispanic		1			1	2
Anti-Jewish	1	2	2	6	6	17
Anti-Muslim		1				1
Grand Total	1	5	5	11	18	40

HATE CRIMES/HATE INCIDENTS THIS YEAR

2021 Reporting	January	February	March	April	May	June	Total
Hate Crimes	1	0	0	4	3		8
Anti Arab					1		1
Anti Asian				2			2
Anti Black	1						1
Anti Christian				1			1
Anti Hispanic					1		1
Anti White				1	1		2
Hate Incidents	2	2	3	19	8	6	40
Anti Arab	1						1
Anti Asian			2	12	5	1	20
Anti Black				3	2	2	7
Anti Catholic			1				1
Anti Hispanic		1					1
Anti Homosexual Male						1	1
Anti Jewish	1			3		2	6
Anti Mental Disability		1					1
Anti Muslim				1			1
Anti White					1		1
Grand Total	3	2	3	22	11	6	48

COMMUNITY ENGAGEMENT/BUILDING TRUST

- Community Police Academy
- Coffee with a Cop
- Community Emergency Response Team
- Community Meetings and Presentations
- D.A.R.E. and Middle School Programs
- Open House
- National Night Out
- Social Media



DEPARTMENT TRAINING

- Basic Academy
- Field Training Program
- Ongoing Quarterly Training
 - De-escalation and Force Options
 - Cultural Awareness
 - Crisis Intervention
 - Ethics
 - First Aid/CPR
 - Implicit Bias/Racial Profiling
 - POST mandated every 5 years
 - Last presented in 2019
 - Planned again for November 2021



GOALS/STRATEGIES & TIMELINE

Goal 1: Continue to focus on recruiting and hiring qualified candidates from diverse backgrounds

Strategy	Timelines	Accountability	Description	Status Report
Continue to advertise and recruit in multiple languages	Ongoing	Office of Public Relations and Office of Professional Development	Public Safety will continue recruitment efforts using digital signs, websites, and social media to attract qualified candidates from diverse backgrounds, with material published in English, Farsi, Korean, Mandarin, Spanish, and Vietnamese. The Department's new recruitment video was released in early June and highlights the diversity of our department.	<input checked="" type="checkbox"/> Ongoing
Implement Community Recruitment and Mentoring Program	August 2021	Office of Public Relations	Public Safety is currently developing an educational program designed for individuals interested in a law enforcement career. The program will include an overview of IPD, explanation of the hiring process, and expectations of our department and community.	<input checked="" type="checkbox"/> Underway
Continue outreach through higher education partners and community-based organizations	Ongoing	Office of Public Relations	Develop long-term outreach programs with the community's educational system that encourages development of a diverse pool of qualified candidates.	<input checked="" type="checkbox"/> Ongoing

GOALS/STRATEGIES & TIMELINE (CONTINUED)

Goal 2: Continue to ensure the Department of Public Safety adopt policies, and engage in programs that promote Diversity, Equity and Inclusion, while demonstrating a high degree of professionalism

Strategy	Timelines	Accountability	Description	Status Report
Continue to provide ongoing training to department personnel	Ongoing	Office of Professional Development	Public Safety will continue to provide training on the following topics: Implicit Bias/Racial Profiling Cultural Awareness and Competency Crisis Intervention De-escalation Tactics and Force Options First-aid/CPR	<div> <input checked="" type="checkbox"/> Ongoing </div> <div> <input checked="" type="checkbox"/> Underway </div>
Implement Body Worn Camera (BWC) Program	August 2021	Technology and Innovation Unit	Public Safety will deploy BWCs to all officers and professional staff assigned to the field, or who come in contact with members of the public.	<div> <input checked="" type="checkbox"/> Underway </div>
Commence Racial and Identity Profiling Act (RIPA) Collection and Reporting	January 2022	Records Bureau	Pursuant to AB 953, Public Safety will begin collecting RIPA data in January 2022 and will begin reporting that data to the California Department of Justice.	<div> <input checked="" type="checkbox"/> Underway </div>

GOALS/STRATEGIES & TIMELINE (CONTINUED)

Goal 3: Continue to engage our diverse community to enhance mutual trust and respect

Strategy	Timelines	Accountability	Description	Status Report
Continue to share public safety information in multiple languages	Ongoing	Office of Public Relations	Continue to provide information in multiple languages on social media platforms, written documents, and department website	✓ Ongoing
Continue to participate in community meetings and forums	Ongoing	Public Safety	Continue to attend HOA and other community meetings and forums when invited or when needed to communicate public safety information.	✓ Ongoing
Continue hosting Community Police Academy (CPA) classes	June 2021	Public Safety	Public Safety will be hosting a virtual CPA class later this month. We will return to in-person academies when safe to do so.	✓ Ongoing
Continue hosting Community Emergency Response Team (CERT) trainings	TBD	Public Safety	Public Safety will host another CERT training when safe to do so in an in-person format.	✓ Ongoing
Continue hosting community events	Ongoing	Public Safety	Public Safety will be hosting an Open House on June 27, 2021 at the Great park.	✓ Ongoing

AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

- Committee Member Questions and Deliberation
- Public Q&A
- Adjournment - Next meeting July 29, 2021



AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

JUNE 21, 2021

