



# AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

JULY 29, 2021



# AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

## Agenda

- Meeting Agenda Review (Marianna Marysheva)
- Staff Presentations
  1. We Are Irvine Diversity Campaign and Communications Update (Kristina Perrigoue)
  2. Public Safety Hate Crime Outcomes, Community Events, and Recruitment Update (Mike Hamel)
  3. Additional Opportunities to Contribute to the City's Diversity Efforts (Marianna Marysheva & Staff)
- Committee Member Questions and Deliberation
- Public Q&A
- Adjournment - Next meeting August 26, 2021

## AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

# **I. We Are Irvine Diversity Campaign and Communications Update**

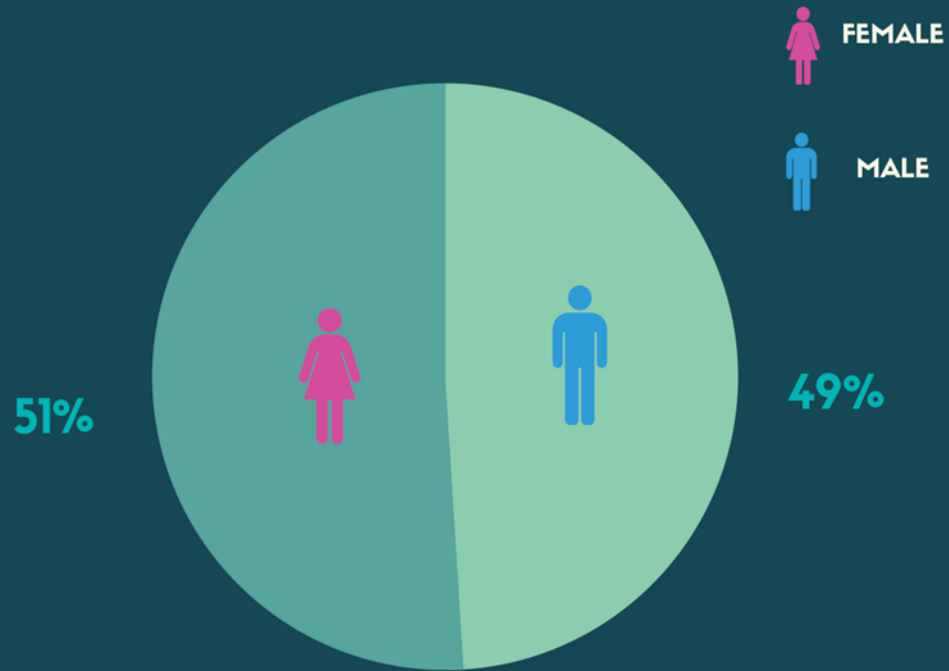
- 1. City Demographics**
- 2. Website Translation Options**
- 3. Communication Options for Council and Commission Meetings**
- 4. We Are Irvine Campaign Metrics**

# I. CITY OF IRVINE

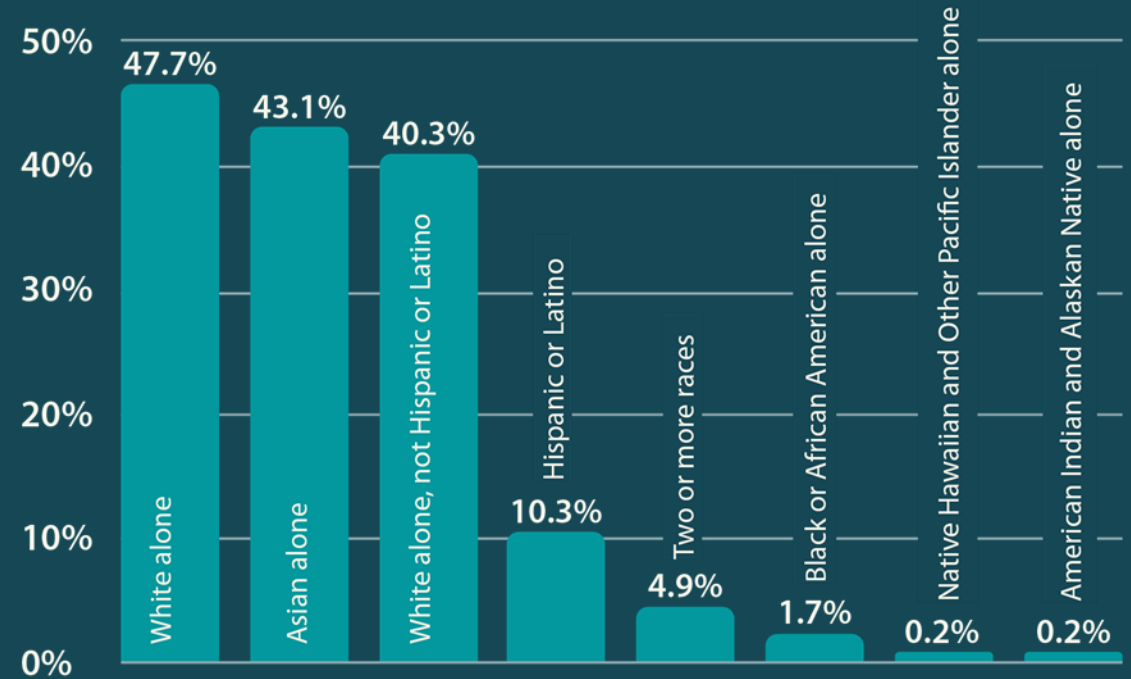
## BY THE NUMBERS: DEMOGRAPHICS



### GENDER



### ETHNICITY





# I. CITY OF IRVINE IDENTIFIED LANGUAGES SPOKEN

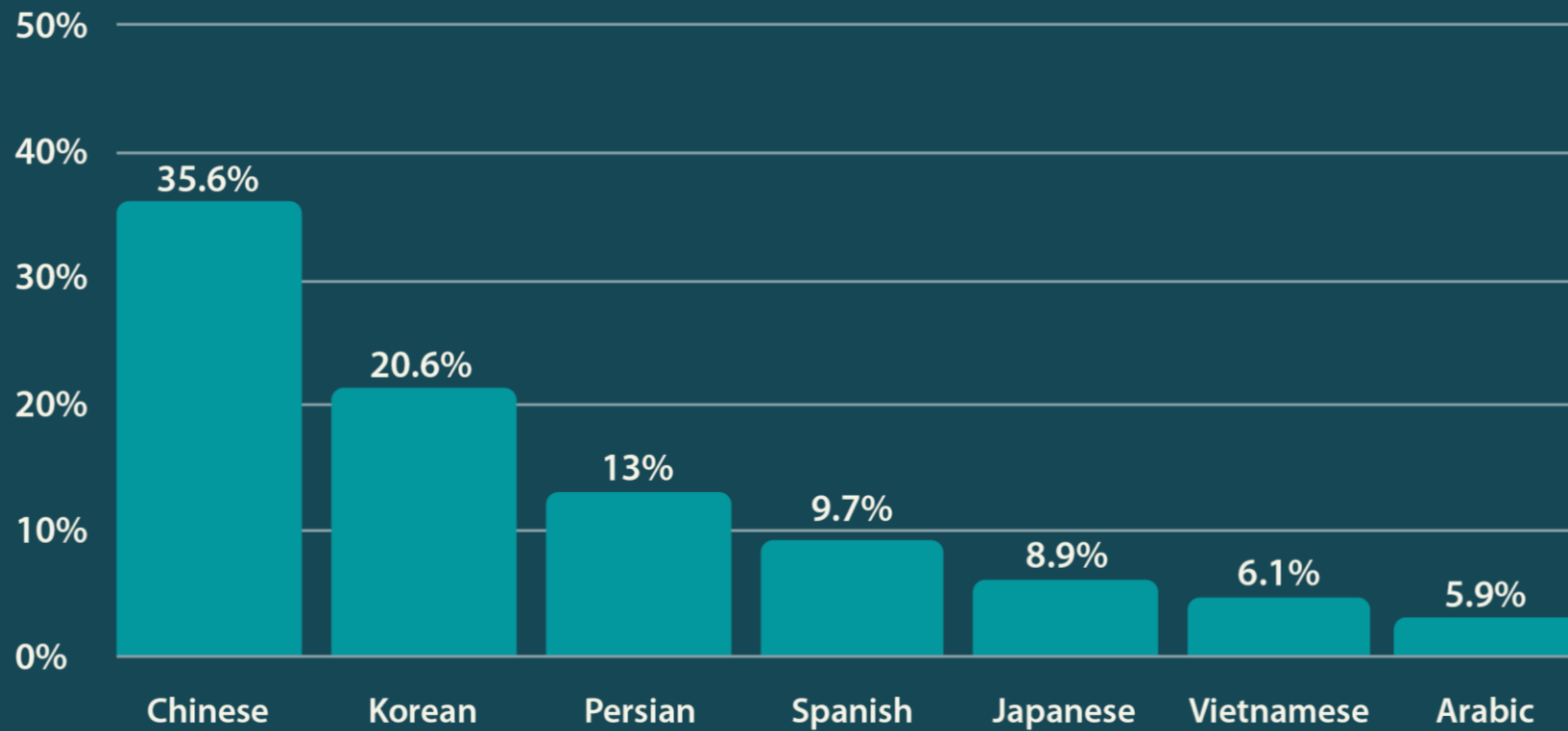


# I. CITY OF IRVINE

## LANGUAGES SPOKEN AT HOME



### SPEAK ENGLISH LESS THAN "VERY WELL"



## 2. WEBSITE TRANSLATION OPTIONS



### Amazon Translate

- Fluent and accurate machine translation
- Delivers fast, high-quality, affordable, and customizable language translation
- Highly accurate & continuously Improving
- Easy to integrate into applications
- Customizable and versatile
- Amazon Translate ranked as the top machine translation provider in 2020 across 14 language pairs, 16 industry sectors and 8 content types

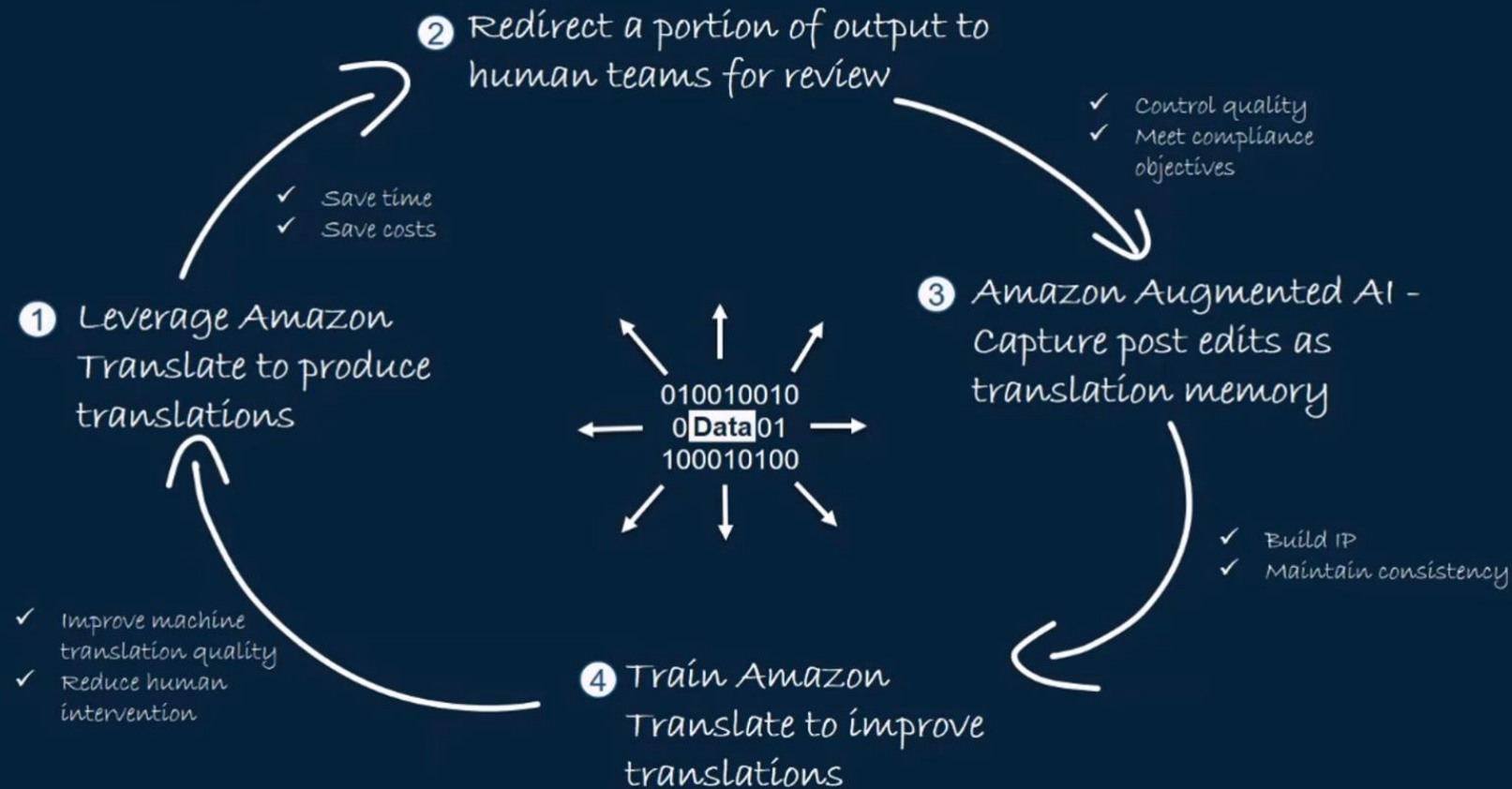
### City of Detroit Smartsheet

- Online Language Service Request Form:
  - On-site interpreter
  - Assistance with a City document
  - Contacting a City department
  - Document translation

## 2. WEBSITE TRANSLATION OPTIONS



### The Flywheel





## 2. WEBSITE TRANSLATION OPTIONS



### City of Detroit - Language Service Request Form

This form is for City of Detroit residents and visitors. Use this form to request a City of Detroit document for translation and/or to request an on-site interpreter for a City of Detroit related matter, at least 7 calendar days prior to the date needed.

العربية: <https://app.smartsheet.com/b/form/6ad5eeb3291f445fbbe90bef64c144a4>

বাংলা: <https://app.smartsheet.com/b/form/e54185f0d745445cbc6f50fba4a65dea>

Español: <https://app.smartsheet.com/b/form/ecfa7c717cd042ef99128ec259474889>

First Name \*

Last Name \*

Phone Number \*

Email

What service do you need? \*

- ☐ I need an on-site interpreter.
- ☐ I need help filling out a City document.
- ☐ I need help contacting another department.
- ☐ I need a document translated.
- ☐ Other.

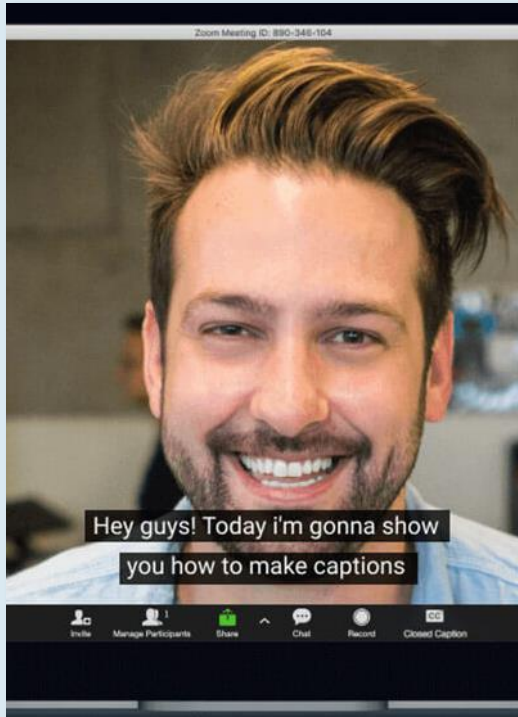
What language(s) do you need?

Please select all that apply.

Language 1 \*

Language 2

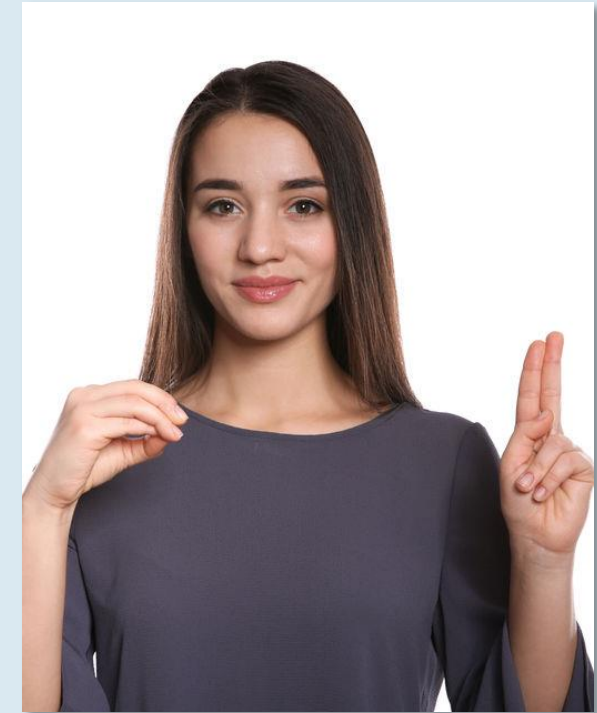
# COUNCIL AND COMMISSION MEETING COMMUNICATION OPTIONS



Closed Captions



Language Translations



Sign Language Interpreter

# COUNCIL AND COMMISSION MEETING COMMUNICATION OPTIONS



Coming Soon: Zoom Translations



## 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  
Irvine هستيم





### 3. GOALS/STRATEGIES & TIMELINE



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

Strategy	Team	Description	Metric	Status Report
Develop additional collateral.	PIO	Expand the We Are Irvine collateral to include video testimonials, City banners, Q&As, etc.	New collateral.	<input checked="" type="checkbox"/> Underway <input checked="" type="checkbox"/> Ongoing
Continual promotion of campaign.	PIO	Continue to promote the campaign on the City website and social media accounts to ensure campaign awareness and branding.	Social media analytics.	<input checked="" type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing
Develop partnerships with community-based organizations.	PIO	Utilize local nonprofits to share the campaign and increase visibility.	List of partner organizations.	<input checked="" type="checkbox"/> Underway <input checked="" type="checkbox"/> Ongoing
Promotion at community events.	PIO	Include campaign materials and information booths at upcoming events, including Global Village Festival, National Night Out, Holidayz at the Park, and others.	Number of encounters and number of materials distributed at community events.	<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	Team	Description	Metric	Status Report
Incorporate the We Are Irvine essence into all City campaigns and marketing initiatives.	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.	Campaign reports and collateral.	<input checked="" type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing
Outreach through higher education partners.	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.	Outreach examples and list of higher education institutions participating in outreach program.	<input checked="" type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing
Outreach through community partners.	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.	List of partner organizations.	<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	Team	Description	Metric	Status Report
Streamline written translation accessibility.	PIO	Develop a written translation contract with a reputable translation agency to provide accurate and timely campaign translations.	Translation request form analytics.	<input checked="" type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing
Include translated assistance messaging in communications.	PIO	<i>Translate “for more information, please call” messaging in top eight languages spoken in the City in all external news bulletins.</i>	External publications with language footer and number of calls received from publications.	<input checked="" type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing
Explore the establishment of a language phone line.	PIO	Research setting-up a translation phone line for any caller or in-person visitor to access City information and services.	Phone line contract and usage analytics.	<input checked="" type="checkbox"/> Underway
Provide translation services on the City’s website.	PIO	City’s website currently include Google Translate feature. Expand website to include a more robust translation service.	Purchase of translation service, translation analytics, and translation request from analytics.	<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	Team	Description	Metric	Status Report
Identify key organizations and community stakeholders to assist with outreach and education efforts.	PIO	Engaging these community stakeholders will provide another arm of education and outreach, and be deemed a credible source in the community.	List of community stakeholders and organizations.	<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.	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.	List of nonprofits, community partners, and outreach efforts.	<input checked="" type="checkbox"/> Underway
Develop and implement a We Are Irvine lecture series.	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.	Lecture Series outline and class analytics.	<input checked="" type="checkbox"/> Underway



# AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

## **2. Public Safety Update**

- 1. Hate Crime Outcomes**
- 2. Community Events**
- 3. Recruitment Update**

# HATE INCIDENTS UPDATE

2021	January	February	March	April	May	June	July	Total
Hate Incidents	2	2	2	19	8	8	1	42
Anti Arab	1						1	2
Anti Asian			2	12	5	3		22
Anti Black				3	2	2		7
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

# HATE CRIMES UPDATE

2021	January	February	March	April	May	June	July	Total	Cases Cleared	Arrests Made	Charges sent to DA	Charges Filed
Hate Crimes	1	0	1	4	3	0	0	9	5	2	5	
Anti Arab					1			1				
Anti Asian				2				2				
Anti Black	1							1				
Anti Catholic			1					1				
Anti Christian				1				1				
Anti Hispanic					1			1				
Anti White				1	1			2				

# HATE CRIMES

- April 8, 2021
- Michael Songbong Rhee
- Arrested for multiple felonies
  - Kidnapping
  - Sexual Assault
  - Hate Crime
- Case still under review by OCDA's office

**IRVINE POLICE DEPARTMENT**  
**PRESS RELEASE**

Mike Hamel  
CHIEF OF POLICE

CONTACT: Karie Davies | *Sergeant - Spokesperson*  
949-724-7112 | [kdavies@cityofirvine.org](mailto:kdavies@cityofirvine.org)

**Irvine Police Arrest Kidnapping Suspect also  
Suspected of Committing a Hate Crime**



Irvine, Calif. (April 9, 2021) – Last night, Irvine Police arrested 37-year-old Michael Sangbong Rhee for kidnapping with the intent to commit a sexual assault against a woman at an apartment complex.



# COMMUNITY EVENT – OPEN HOUSE





# UPCOMING COMMUNITY EVENT – NATIONAL NIGHT OUT

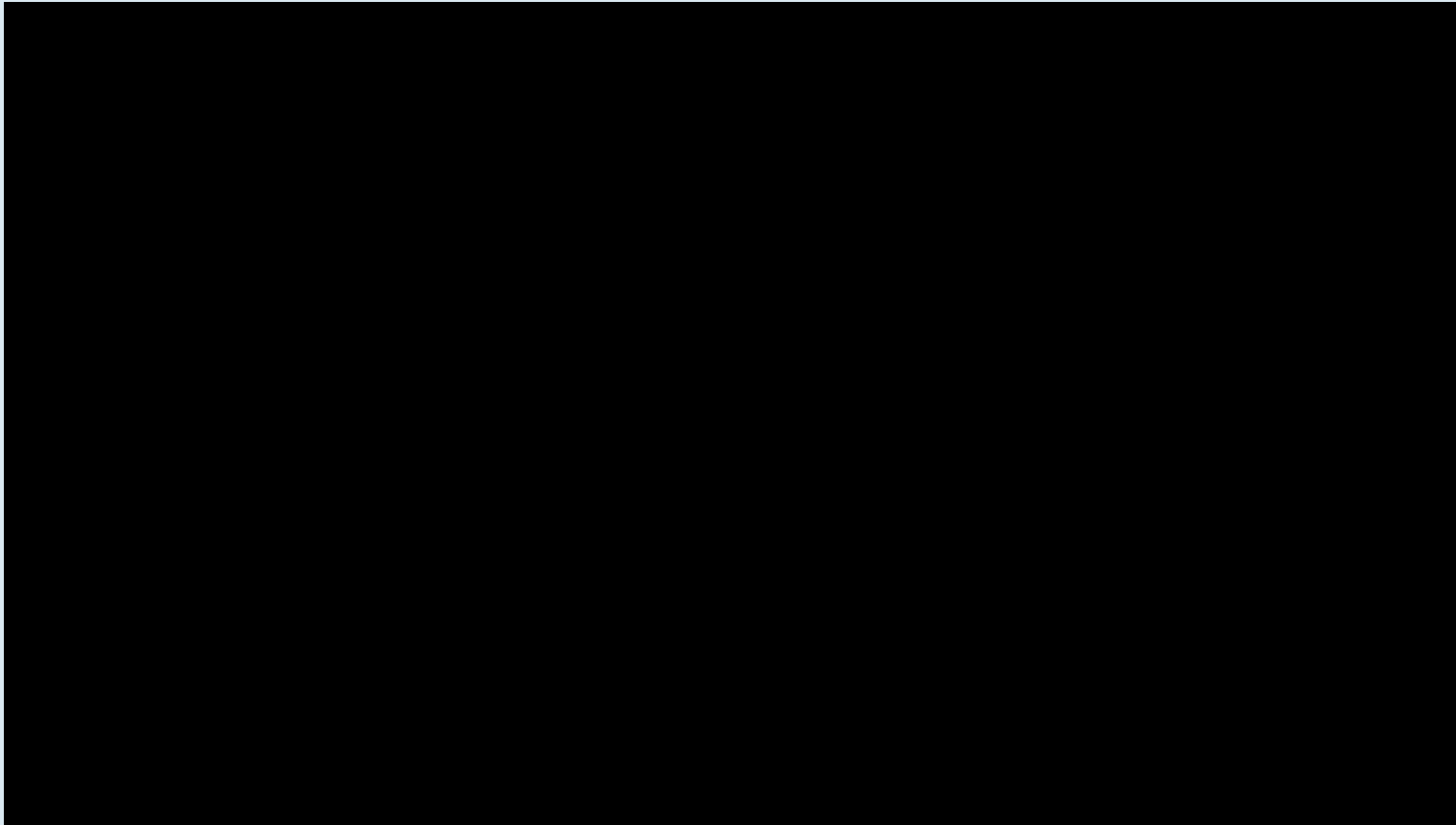


# COMMUNITY RECRUITMENT AND MENTORING PROGRAM UPDATE

- Designated Team of Diverse Officers
- Enhance Current Recruitment Efforts
- Targeted Outreach
- Presentations
  - Overview of IPD
  - Hiring process
  - Department and community expectations
- City Council Meeting on July 13
- Program Launch in August 2021



# RECRUITMENT VIDEO





### **3. Additional Opportunities to Contribute to the City's Diversity Efforts**

- 1. Brown Bag Luncheon with City employees**
- 2. Educational Meetings with Potential City Vendors**
- 3. We Are Irvine Lecture Series**
- 4. Additional Relevant Community Events**

# AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

## I. Brown Bag Luncheon with DEI Committee & City Employees

Date: Thursday, September 16

Time: 11:00 a.m. - 12:30 p.m.

Location: Quail Hill Community Center  
39 Shady Canyon Dr., Irvine, CA 92603

### Overview

- Meet and greet opportunity with City employees
- Discuss diversity, equity, and inclusion efforts of the DEI Committee
- Receive input from employees



# AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

## **2. Educational Meetings with Potential City Vendors**

- Outreach and Training Series Program for Minority- and Women-Owned Businesses
- Email introduction and invitation released July 22, 2021
- Weekly session offered beginning August 4, 2021
- Each association will have private training session

### 3. CITY'S DIVERSITY CAMPAIGN *WE ARE IRVINE* LECTURE SERIES



- Lecture 1: **Safety is Everybody's Business: Police Resources, Personal Safety and Crime Prevention**
- Lecture 2: **Disaster-Proof My Home: Expert Education on Home Appliance, Water, Fire, and Electric Safety**
- Lecture 3: **Safe Living: Tools to Protect Me the Most**
- Lecture 4: **Right from The Start: Irvine City's Municipal Coding and Unique Regulation**
- Lecture 5: **Quiet Storm: You and Your Family's Mental Health in a New Culture—Combating Psychological Challenges and Domestic Violence**
- Lecture 6: **To Burp or Not to Burp—Cultural Differences in the New World**
- Lecture 7: **Education before Expectations: A Crash Course in the American Public School System, Realities of American Education, and College Applications.**
- Lecture 8: **All Covered: The Importance of Insurance in American Life**
- Lecture 9: **Connected: Stay in Touch with Your Local Government through Technology**

# AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

## **4. Additional Relevant Community Events**

- Irvine Police Department National Night Out August 3
- Love Irvine events
- Irvine Global Village Festival October 9
- 50th Anniversary/We Are Irvine Frames

# AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

- Committee Member Questions and Deliberation
- Public Q&A
- Adjournment - Next meeting August 26, 2021





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JULY 29, 2021

