



AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

SEPTEMBER 23, 2021



AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

Agenda

- Meeting Agenda Review (Marianna Marysheva)
- City of Irvine's American Rescue Plan Act spending plan (Marianna Marysheva)
- Staff Presentation
 - City Contracting Update (Angie Burgh)
 - Translation and Outreach Services (Melissa Haley and Kristina Perrigoue)
- Committee Member Questions and Deliberation
- Public Q&A
- Adjournment - Next meeting October 28, 2021

CITY CONTRACTING UPDATE

- DBE Updates
- RFP Rating Criteria
- DBE Outreach Follow-up
- Next Steps



DBE UPDATES

- City resource for non-English speaking DBEs to register as a vendor
- Outreach to business license registry
- Opportunity to contact businesses to provide information about City's bidding process and how to register as a vendor

City of Irvine

Vendor Portal



NEW VENDOR REGISTRATION

Create a new vendor record.
If you wish to view or edit an existing vendor, simply Log In.



BID OPPORTUNITIES

Search and bid electronically on opportunities with this agency, download documents, and become a prospective bidder.



MY CONTRACTS

LOGIN REQUIRED

Manage your awarded contracts, record payments, add subcontractors, produce reports and charts.



CERTIFIED VENDORS

LOGIN REQUIRED

Find Certified Vendors

DBE UPDATES - DBE CERTIFICATION

- DBE certification requirements:
 - Owner must be U.S. Citizen or resident alien
 - Personal net worth less than \$1.32M
 - Average annual gross receipts not exceed \$26,290,000
 - For-profit small business owned by 51% disadvantaged individuals
 - DBE owners possess power to direct operations
 - Webpage - <https://www.cityofirvine.org/purchasing/disadvantaged-business-enterprise-program>

California Unified Certification Program (CUCP)

Learn more about how to become a DBE certified firm with the California Unified Certification Program (CUCP), including criteria which must be satisfied. This website will assist you with the DBE certification process:

- [California Unified Certification Program \(CUCP\) DBE Certification.](#)

Along with DBEs serving as the prime contractor for City contracts, the City strongly encourages the use of DBE certified subcontractors/subconsultants. To assist prime's in their search for DBE certified firms, the California Unified Certification Program (CUCP) database directory can be found here:

- [California Unified Certification Program \(CUCP\) Statewide DBE Directory](#)

DBE UPDATES - DBE CERTIFICATION BENEFITS

- DBE certification benefits:
 - Apply online (no fee)
 - Expand opportunities for federally-funded projects
 - Access to prime contractors needing to fulfill DBE participation goal requirements
 - List in official directories (DBE database) used by prime contractors
 - Increase opportunities to network at procurement fairs and pre-bid events
 - Eligible for mentor protégé opportunities (Caltrans' Cal-Mentor programs)



RFP CRITERIA

- RFP criteria option for DBEs:
 - DEI Self-certification or
 - DBE Certification
 - Weighting of 5%
- Purchasing conducts random audit

CITY COUNCIL RESOLUTION NO. 21-05

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF IRVINE, CALIFORNIA, REAFFIRMING IRVINE'S COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

WHEREAS, the mission of the City of Irvine is to maintain a community where people can live, work and play in an environment that is safe, vibrant and aesthetically pleasing; and

WHEREAS, we embrace and celebrate our community's diversity and welcome all residents who live, work and visit here; and

WHEREAS, it is our duty to confront the systemic racism and racial inequities that have been created and sustained over time; and

WHEREAS, we reaffirm Irvine's commitment to creating an inclusive environment that values the diversity of cultures and backgrounds; and

WHEREAS, we strive to ensure that every person living and working in our community is treated with fairness, and has access to equitable services and opportunities.

NOW, THEREFORE, the City Council of the City of Irvine, California, DOES HEREBY RESOLVE AS FOLLOWS:

1. The City reaffirms its commitment to promoting diversity, equity and inclusion; and commits to ending racial and other disparities within City government, creating fairness in hiring and promotions, greater opportunities within contracting, and equitable service to all residents;
2. To help us identify measurable equity goals and outcomes, Staff will gather and analyze relevant data pertaining to the problem of racial and other inequities, including but not limited to initiating a review of the current demographics of City employees and contractors;
3. Staff will also review current City policies and guide the Council on revising policies that do not meet diversity, equity, and inclusion; including but not limited to the City's outreach process for contracting, and recognition of women, minority, and disadvantaged-owned businesses through our business licensing program;
4. Staff will establish a Diversity, Equity and Inclusion Committee that will provide input on the needs of the community, and advise the Council in meeting the aforementioned goals.

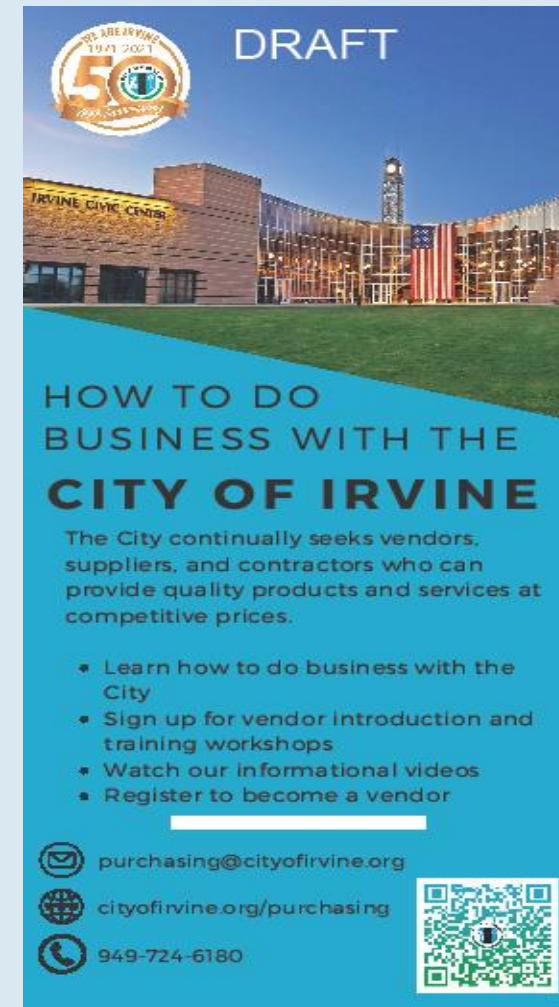
DBE OUTREACH FOLLOW-UP

- DBE and “Doing Business in Irvine” infomercials videos
 - Subtitles to be added in the following languages:
 - Arabic
 - Chinese
 - Farsi
 - Japanese
 - Korean
 - Spanish
 - Vietnamese



DBE OUTREACH FOLLOW-UP

- Meet the Primes
 - Fact sheet for subcontractors
- Postcard for how to do business in Irvine



NEXT STEPS



Strategy	Team	Description	Metric	Status Report
DBE Education	Purchasing/PIO	Provide resources and information to register as vendor, become DBE certified, and bidding process	Quarterly sessions beginning in 2022; creation of fact sheet	<input checked="" type="checkbox"/> Under Development
Vendor Spotlight	Purchasing/PIO	Showcase vendors on City's website and social media	Video to air in 2022	<input checked="" type="checkbox"/> Research and Planning
Outreach to Business Associations	Purchasing	Participate in meetings to provide resources for members about doing business with the City	Postcard with City resources	<input checked="" type="checkbox"/> Underway <input checked="" type="checkbox"/> Ongoing
Business Members	Purchasing	Determine number of businesses who are members of a business association	Track number of businesses who register as a vendor	<input checked="" type="checkbox"/> Underway <input checked="" type="checkbox"/> Ongoing
DBE Contract Award	Purchasing	Total contract amounts awarded to DBEs	Matrix to track data	<input checked="" type="checkbox"/> Under Development

2. WE ARE IRVINE: TRANSLATION & OUTREACH SERVICES



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

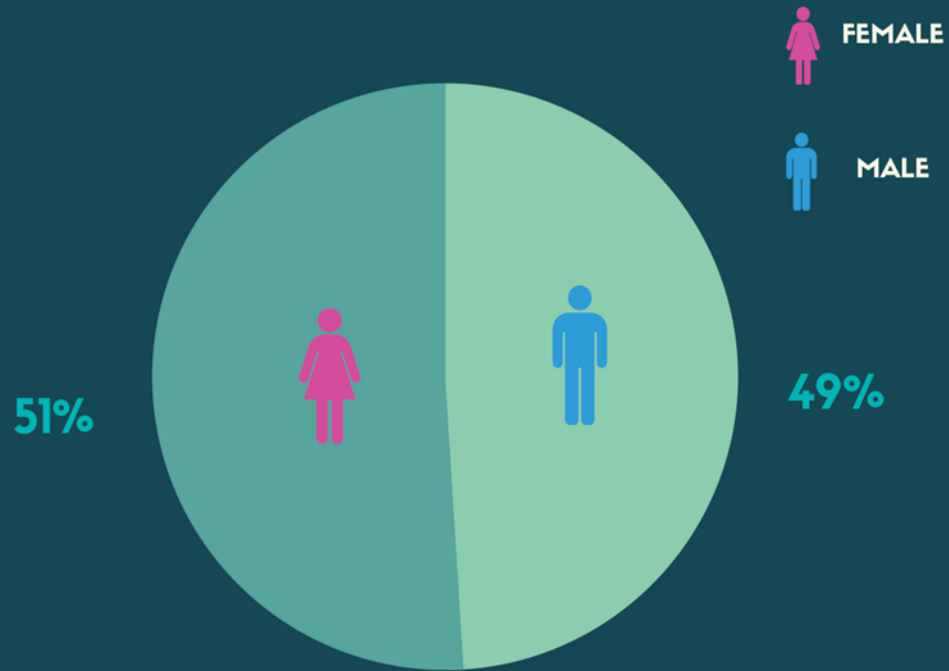


I. CITY OF IRVINE

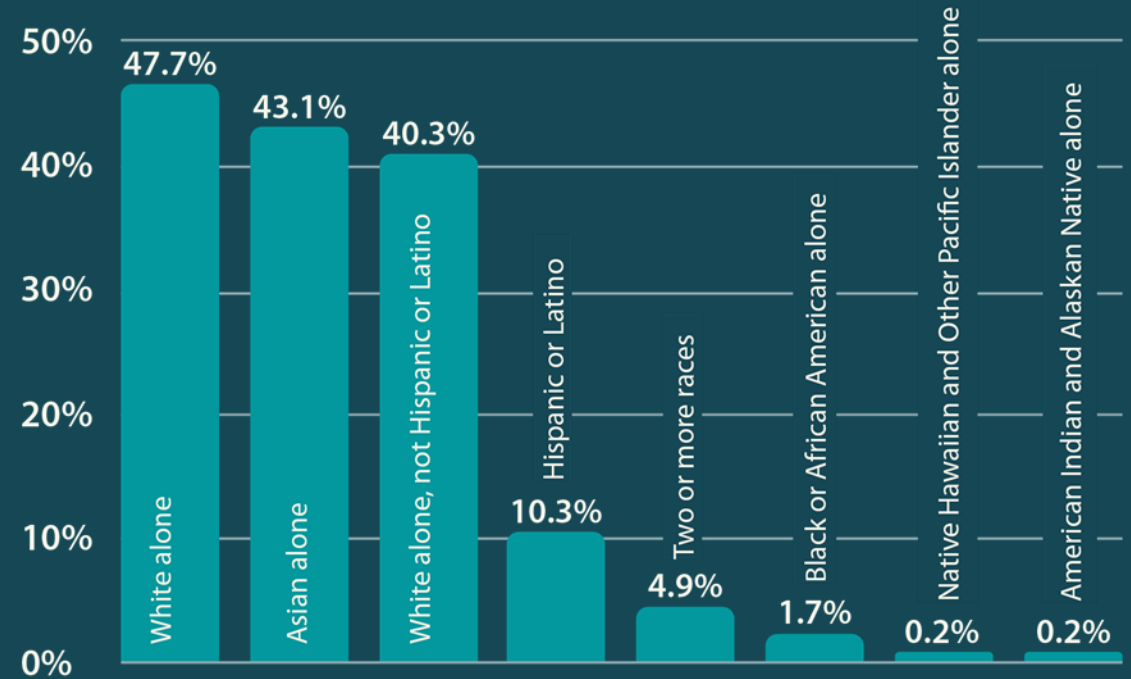
BY THE NUMBERS: DEMOGRAPHICS



GENDER



ETHNICITY



I. CITY OF IRVINE IDENTIFIED LANGUAGES SPOKEN

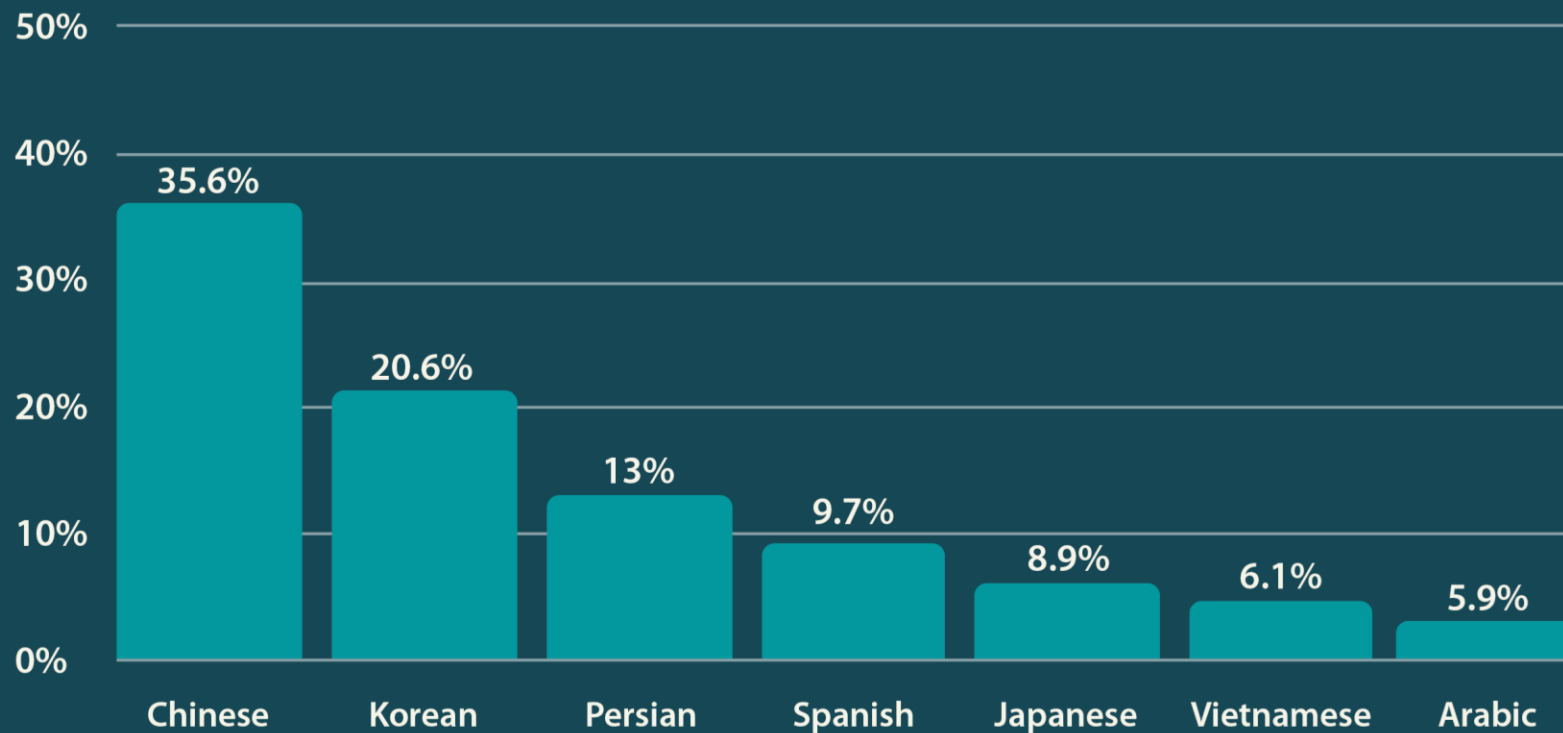


I. CITY OF IRVINE

LANGUAGES SPOKEN AT HOME



SPEAK ENGLISH LESS THAN "VERY WELL"



TARGETED MULTI-LINGUAL INITIATIVES



Engage departments and collect feedback on known translation and outreach projects in the following areas:

- Disaster and Emergency Preparedness
- Funding/Grant Opportunities
- Housing Opportunities
- Community Meeting Notices
- Formative Research
- Fiscal Efforts
- Services for Adults and Youth Job Seekers
- Senior Outreach
- Mental Health Outreach
- Health and Human Services
- Transportation Initiatives
- Environmental Program Initiatives
- Utility Notices

TARGETED MULTI-LINGUAL INITIATIVES



Engage in the Development of Your Great Park

Planning and Public Input

The City of Irvine invites you to play an active role in helping to plan and develop Great Park.

We welcome your feedback and ideas to help us continue to develop a premier destination of unparalleled quality for all to enjoy.

Help guide the way by learning, participating, and staying involved in the following ways:

LEARN

Learn about Great Park activities and amenities, and sign up for the Great Park newsletter at YourGreatPark.org

PARTICIPATE

View and participate in Great Park Board meetings the 4th Tuesday of each month at cityofirvine.org

FOLLOW

Follow Great Park social media accounts at [@YourGreatPark](https://www.facebook.com/YourGreatPark)



REACH OUT

We value your input and want to hear from you! 949-724-6247

greatpark@cityofirvine.org



參與您的橙縣大公園規劃

規劃和公眾意見

爾灣市政府邀請您積極參與橙縣大公園的規劃和發展。

我們歡迎您的反饋和想法，來幫助我們持續開發一個具有無與倫比優質的公園場所，供所有人享受。

通過以下方式來了解、參與和保持關注：

了解

了解橙縣大公園活動和設施，請在 YourGreatPark.org 的網址訂閱橙縣大公園的時事通訊。

參與

查看和參與每個月的第四個星期二的橙縣大公園董事會會議，網址：cityofirvine.org

追隨

關注橙縣大公園社交媒體帳號，網址：[YourGreatPark.org](https://www.facebook.com/YourGreatPark)



聯繫

我們重視並且希望能聽到您的意見！電話：949-724-6247

網址：greatpark@cityofirvine.org



여러분들의 Great Park 개발에 참여하십시오

계획 및 공적 의견 제공하기

Irvine시는 여러분들이 Great Park를 계획하고 개발하는 데 있어서 적극적인 역할로 참여할 수 있도록 초대합니다.

모두가 즐길 수 있는 최고의 품질을 제공하는 최고의 목적지를 지속적으로 개발할 수 있도록 귀하의 피드백과 아이디어를 환영합니다.

이를 돕기 위하여 다음과 같은 방법들로 배우시고, 참여하시고, 계속 관여하세요:

배우세요

Great Park의 행사들과 편의시설에 대해 알아보기 위해 YourGreatPark.org에서 Great Park 뉴스레터를 구독하십시오.

참여하세요

Great Park 이사진 모임은 매월 네번째 화요일 cityofirvine.org에서 회의를 개최합니다. 많은 참여 부탁드립니다.

팔로우하세요

YourGreatPark.org에서 Great Park 소셜 미디어 계정들을 팔로우하십시오.



연락하세요

저희는 여러분의 생각을 소중히 여기며 여러분의 의견을 듣고 싶습니다! 949-724-6247

greatpark@cityofirvine.org



کلوید 19 کلینیک واکسیناسیون

دوشنبه تا جمعه
8 صبح تا 3 عصر
فقط با وقت قبلی

برای تعیین وقت به این سایت بروید

myturn.ca.gov یا با شماره 1-833-422-4255 تماس بگیرید.



58 전체를 위한 백신 접종
함께하면 팬데믹을 종식할 수 있습니다.

코로나19 백신 접종 클리닉

월요일부터 금요일까지
오전 8시~오후 3시
예약 접수제 운영

예약하려면 사이트 방문
myturn.ca.gov 또는 전화 1-833-422-4255



Hãy Tiêm Vắc-xin,
TẤT CẢ 58 QUẬN
Chúng ta có thể cùng nhau chấm dứt đại dịch này.

Phòng Khám Chủng Ngừa COVID-19

Thứ Hai đến Thứ Sáu
8 giờ sáng-11:30 giờ sáng

Đề đặt Lịch Hẹn, hãy truy cập
myturn.ca.gov hoặc gọi số 1-833-422-4255



Vaccinate ALL 58
Together we can end the pandemic.

COVID-19 Vaccination Clinic

Orange County Great Park
Monday through Friday
8 – 11:30 a.m.

For Appointments, visit
myturn.ca.gov or call 1-833-422-4255



COMMUNITY PARTNERSHIPS FOR MULTI-LINGUAL ENGAGEMENT



Resources:

- Local translation and outreach partnerships
- Contract with translation vendor
- Volunteer translators and interpreter program



COMMUNITY PARTNERSHIP ENGAGEMENT SUPPORT



- Translation Request Services
 - Community Meetings
 - Website
 - Written documents
 - Newsletters



CITY MANAGER'S OFFICE
Public Affairs & Communication

TRANSLATION REQUEST

Complete the information below to request documents for translation or interpretation services. You must submit one form for each new format request. Please note, anticipated project completion times are provided to help guide your expectations of translation.

NAME	IRVINE RESIDENT? <input type="checkbox"/> YES <input type="checkbox"/> NO	PHONE*
ORGANIZATION		EMAIL*
REQUEST TYPE		
LANGUAGES		
Completion time may take 5-7 business days. Please note these return times apply to a standard one-page document. Requests beyond this standard may take longer.		
<input type="checkbox"/> ARABIC	<input type="checkbox"/> CHINESE (SIMPLIFIED)	<input type="checkbox"/> CHINESE (TRADITIONAL) <input type="checkbox"/> FARSI
<input type="checkbox"/> JAPANESE	<input type="checkbox"/> KOREAN	<input type="checkbox"/> SPANISH <input type="checkbox"/> VIETNAMESE

CITY RESPONSIBILITIES



- Inform residents of the availability of free language access services by providing notices in the languages of threshold in areas of their facilities and websites.



CONDUCT EFFECTIVE NEEDS ASSESSMENTS



- Research community needs and develop targeted outreach campaigns.
- Track encounters with limited English-proficient service-users.
- Obtain feedback via surveys or other methods.
- Use information to target language access efforts to prioritize services and locations.

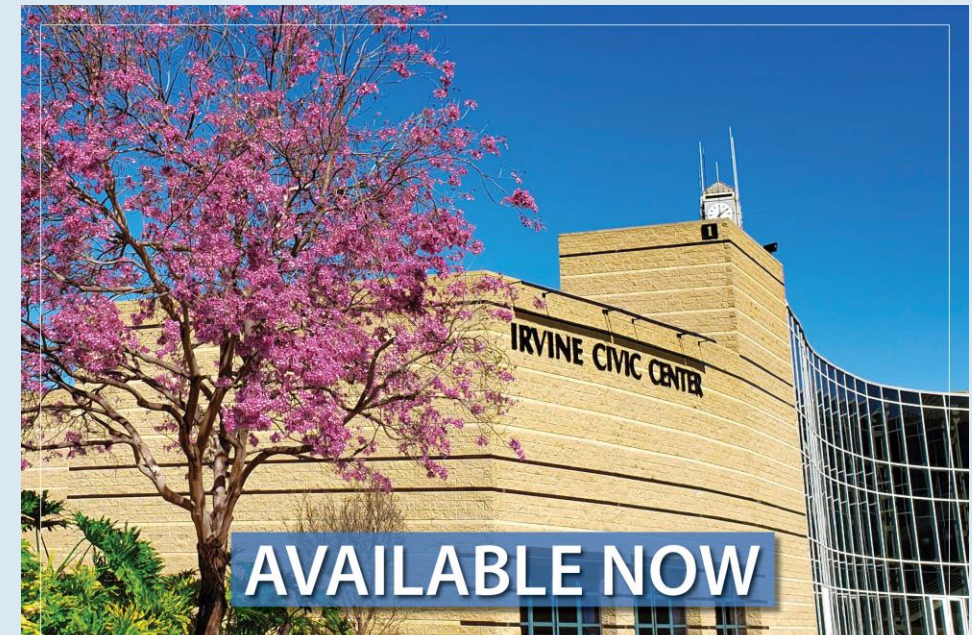


INTERN/VOLUNTEER OPPORTUNITIES



Volunteer Translators and Interpreter Program

- Assist with translation of various City materials.
- Commence recruitment.
 - Targeted outreach to local colleges and universities, and multicultural organizations.



The City of Irvine is
accepting applications for a
Communications Intern

Now accepting applications for fall and winter 2021.

Visit cityofirvine.org/jobs to apply.



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 with executed translation and outreach contracts: O.M.I.D., Abrazar, OCAPICA, and SCCCC.	<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: O.M.I.D, OCAPICA, Abrazar, and SCCCC.	<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.	Executed translation contract and utilization 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.	Executed contract and phone line 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.	Development of translation request form on the website and request 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: O.M.I.D., OCAPICA, Abrazar, SCCCC.	<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: O.M.I.D., OCAPICA, Abrazar, SCCCC.	<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

- Committee Member Questions and Deliberation
- Public Q&A
- Adjournment - Next meeting October 28, 2021



AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

SEPTEMBER 23, 2021

