



El Cerrito: Committed to Diversity and Inclusion

Gabriel Quinto, Mayor Pro Tem

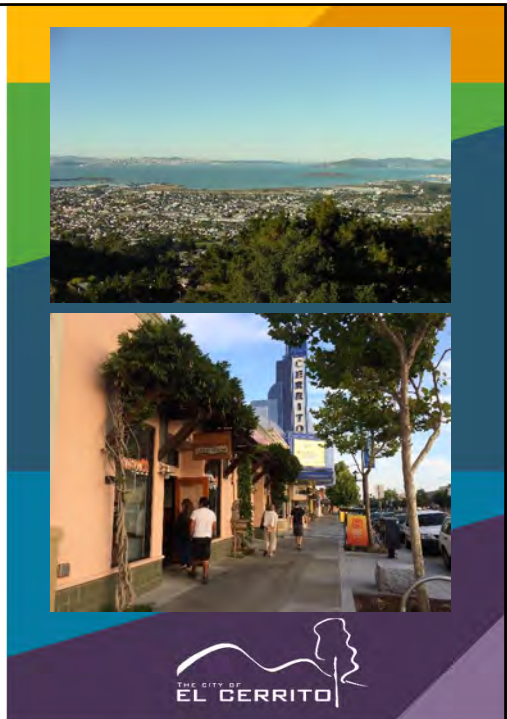
“How to Create a More Inclusive Environment for LGBTQ+ People in Your City”

Cal Cities Annual Conference
September 23, 2021

City of El Cerrito

Mission Statement:

The City of El Cerrito serves, leads and supports our diverse and transit-rich community by providing exemplary and innovative services, public places and infrastructure, ensuring public safety, and creating an economically and environmentally sustainable future.



City Council Policies affirming the City's commitment to diversity and inclusion:



- Strategic Plan: the City's value of "Inclusiveness and Respect for Diversity" is a part of all that the City does and is an important aspect of the City's community identity
- Pride Month: each year the City proclaims June as Pride Month and flies the Pride flag at City Hall during the entire month
- Sanctuary City: The City declared itself a Sanctuary City in 2017; while motivated by immigration issues, City Council made sure to specifically seek to protect all marginalized groups
- Black Lives Matter: Resolution affirming the Black Lives Matter movement and approved painting of a "Black Lives Matter" mural on the Ohlone Greenway, specifically called out violence against Queer and Trans people
- AAPI Resolution: the City passed a resolution in March 2021 condemning anti-Asian racism and affirming the City's solidarity with the AAPI community
- Equity Considerations: Mayor's initiative to develop an Equity Workplan for the City



Human Relations Commission

The Human Relations Commission develops positive human relations through education, encouragement of greater respect and understanding between people, their equal opportunity rights under the law, and the recognition of the racial, ethnic, religious, and cultural diversity of the El Cerrito community.

- Annual MLK Day/Parade/Rally - one of the longest running in Bay Area
- Loving Day –on June 12 during Pride Month, El Cerrito celebrates the day of the landmark ruling in *Loving v Virginia* that outlawed bans on interracial marriage in the United States with the theme *Racial Equality, Marriage Equality, Human Equality*.
- Listening Sessions, "Silence = Violence" – held throughout the year, focusing on various racial and ethnic groups to share their truth and unite against hate
- Diversity Forums over the years, inviting the public to hear speakers and participate in moderated discussions on topics important to our community
- "Not In Our Town" forum held in 2017 in response to a hate crime in our community
- Bay Area "United Against Hate" movement




Affordable Housing Strategy & San Pablo Ave Specific Plan

El Cerrito's strategies to increase housing and development in our City are meant to not only help preserve our diverse population but enhance it.

- Affordable Housing Strategy - adopted in 2017 to enhance areas in the City dedicated to multifamily housing, which fosters diversity and integration, and provides equal access
- Inclusionary Zoning - new developments are required to include affordable housing or pay an in-lieu fee toward affordable housing in their developments
- Data driven: Rent Registry system for residential rental properties in the City
- San Pablo Avenue Specific Plan - adopted in 2014 and has stimulated investment and will increase our diverse multifamily population. Variety of policies to produce, protect and preserve housing options at all income levels, as defined in the Affordable Housing Strategy
- The City has delivered a variety of new housing units, including Ohlone Gardens, Hana Gardens and other market-rate housing opportunities as well as ADUs



City Organization

- The City strives to provide a diverse workforce that reflects our community
- Personnel and administrative policies are implemented to be inclusive, especially with respect to gender identity and orientation
- Foster a diverse, equitable, and inclusive workplace throughout the entire employee life cycle
- Continuous focus on our values of diversity, equity, and inclusion
 - Review of City policies to ensure that unintentional barriers are removed
 - Provide training courses on implicit bias to further address inequities in our organization



Inclusivity is celebrated and fostered in El Cerrito



- Public benefits enhance and contribute to fostering diversity
 - Recreation programs, community events, public open space
 - El Cerrito Library LGBT collection
 - Special events such as the Community Day at Cerrito Theatre celebrating marriage equality pioneers Kris Perry and Sandy Stier
- Strong partnerships with El Cerrito Chamber of Commerce, Contra Costa Small Business Development Center, East Bay EDA
- Diversity of stakeholders
 - Business owners
 - Tenants (commercial & residential)
 - Property owners (commercial & residential)
 - Developers (non-profit and for-profit)



Questions?



Thank you!

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