



RACIAL EQUITY: "Pieces of a Puzzle"

City of Gainesville
Prepared by: Gwendolyn Saffo



OUR VISION

“Committed to leading the way as a resource by making a difference for all citizens, employees and visitors in the City of Gainesville.”

OUR MISSION

“To ensure equal opportunity/equal access to employment, housing, public accommodations and credit within the Gainesville city limits without regard to individuals’ sexual orientation, race, color, gender, age, religion, national origin, marital status, disability or gender identity; and to work to ensure the City’s workforce is diverse and well trained.”

Office of Equal Opportunity...

“how may we be a resource to you today?”



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INSTITUTIONAL & STRUCTURAL RACISM

The term "institutional racism" or "structural racism" describes societal patterns that have the net effect of imposing oppressive or otherwise negative conditions against identifiable groups on the basis of race or ethnicity.

***“diversity is the mix...
inclusion is making the mix work”***

More formally, diversity is the composition of individuals in a group. Inclusion is the requisite programs and organizational strategies that welcome and embrace the strengths each person brings to the mix.

**DIVERSITY
&
INCLUSION**



PUZZLE PIECES





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PROACTIVE PREVENTION

- **Discrimination & Harassment Training**
- **Annual Employment Law Seminar**
- **Fair Housing Training**
- **EO Awareness Flyers**
- **Tabling At Events**

- **Equal Opportunity Diversity Advisory Committee (EO/DAC)**
- **Citizens Disability Advisory Committee (CDAC)**
- **Dismantling Racism Change Team**
- **Diversity Awareness Training**
- **Police Department Interview Panels**
- **Affirmative Action Work Plan Training**
- **Diversity Interview Panels**
- **Interviews for Internal Candidates**
- **Diversity in Doing Business with the City**
- **ADA Building Compliance Review**



ENHANCING DIVERSITY & INCLUSION INITIATIVES FOR



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Community Relations

- Taking EO to the Community
- Martin Luther King Jr., Commission of Florida
- African-American Accountability Alliance
- African-American and Hispanic Leaders Discussion
- Eastside High Community Discussion
- Gainesville Jobs Fair

■ GEMS (TAKE STOCK)

■ YOUTH SUMMIT

■ PORTER'S COMMUNITY
BLOCK PARTY

INVOLVEMENT
YOUTH





SMALL & MINORITY BUSINESS PROGRAM: PROCUREMENT

- The City of Gainesville is committed to continually maximizing spending with its qualified local small, minority, and women-owned businesses.
- The OEO staff, under the provisions of the City's Small Business Procurement Program (SBPP) assists small, minority, and women business owners in obtaining information and skills necessary to be successful in the marketplace by providing workshops, counseling and technical assistance, and various other services.



- Expanding Small Business Listings
- SBPP Community Marketing-Increasing awareness of opportunities to do business with the City
- Minority Business Listing Magazine
- Small Business Listing Link Added to Bid Notices
- Pre-Bid Conferences
- Project Mixers-Cultivating Positive Relationships
- Small Business Technical Workshops
- Recommendations for DBE Projects
- Systematic Monitoring of City Spending on Small, Minority, or Women-Owned Businesses
- Small Business Mentoring Program
- OEO Presence on Bid Panels
- OEO Collaborating with Purchasing

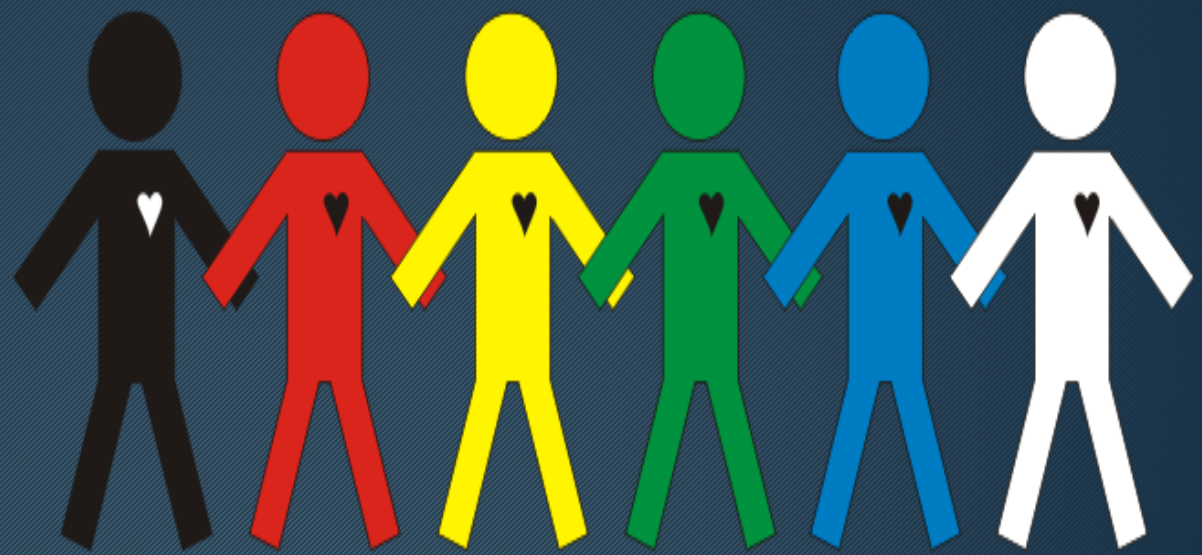
PROCUREMENT INITIATIVES (DIVERSITY & INCLUSION)



A COMMUNITY INITIATIVE

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DISMANTLING RACISM



Racism is man's
gravest threat to man –
the maximum of
hatred for a minimum
of reason.”

Abraham J. Heschel, Jewish theologian and philosopher



The Change Team seeks to advance the City Commission's vision for Gainesville 2030:

...when reached, Gainesville will be a vibrant city with a healthy economic, social and environmental relationship with our region, where each person can live in safe and supportive community in the areas of recreation, wilderness, shopping, schools and jobs



- September 2006, the City sponsored a community-wide Race Relations Summit to address issues of race & race relations...
- November 2007, a Dismantling Racism Change Team was established to organize & lead an anti-racism strategy for the City of Gainesville



THE BEGINNING

- Community dialogue
- Raise awareness about racism and institutional racism
- Increase comfort levels regarding institutional racism conversation
- Increase awareness and levels of involvement and inclusion
- Affect policy changes & behaviors

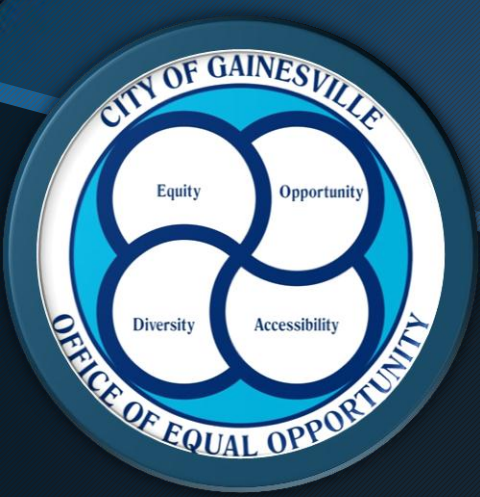


THE CONCEPT

- **See** – View Films during a Film Festival.
- **Study** – Employ use of study circles.
- **Act** – Provide resources and urge citizens, businesses, policy makers, and community groups to take action based on information revealed from study circles.

The Approach: See, Study, Act

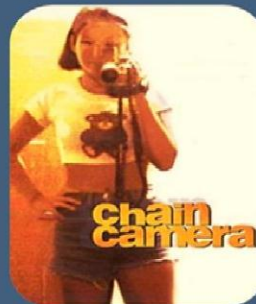
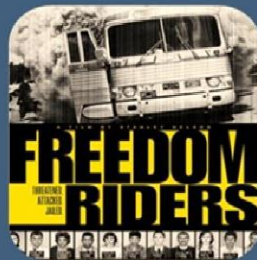
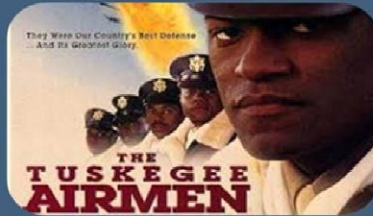
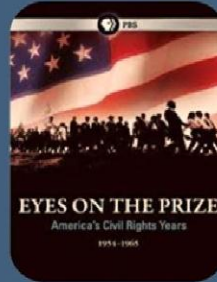
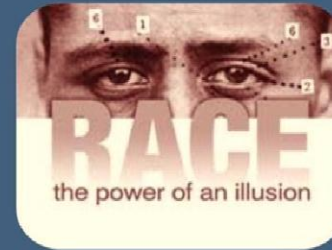
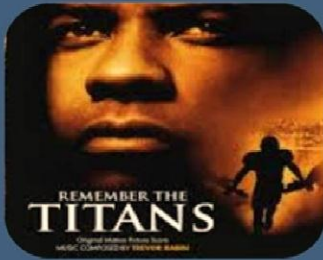




SEE

The Film Festival

- View Movies
- Discuss Movies
- Participants sign up for Study Circles





STUDY

Study Circles

Small groups of 10-12 participants who engage in dialogue on various issues about race & race relations

- The circles are led by co-facilitators
- Sometimes several circles are in existence at the same time in various areas of the community
- The circles meet 2 hours a week for 6 weeks
- The Circle(s) transition to an Action Team

Study Circle Application



Picture a room where 10 to 12 ordinary Gainesville residents of all races, genders, ages and cultures come together for two hours each week for five weeks to discuss prejudices and biases as it relates to gender identity, sexual orientation, race, gender, disability etc. and what they would like racial equity to look like.

Sound interesting? Welcome to the world of Study Circles. Study Circles are held in various locations around Gainesville, and you are invited to participate! Co-facilitators will lead the dialog.

Several Circles at a time will culminate in an Action Forum. Each Forum will consist of a gathering of members from three Study Circles, who will group themselves according to common interests, e.g. education, health, crime, economic development, etc. Forum groups will decide what action to take.

If you would like to attend a Study Circle on prejudices and biases please complete and return to the **City of Gainesville Office of Equal Opportunity, P.O. Box 490, Station 52, Gainesville, FL 32627-0490**. You will be contacted about time and location of upcoming Study Circles. Questions? **Call 334-5051**.

Date: _____

Name _____

Address: _____

Work Phone: _____

Home Phone: _____

Cell Phone: _____

Email: _____

Age: _____

Gender: _____

Race: _____

Day(s) & Time of Preferred Availability: _____

Comments: _____





ACT

The study circle decides on an action to pursue as a result of their experiences, the community report card, & what they have learned during this six week period, i.e. establish non-profit, establish citizen boards or councils, request ordinance changes, request policy changes, etc.

- Assisted with the development of a booklet to be used at Riechert House entitled, "You & the Law"
- Met with the editor of the **Gainesville Guardian** to discuss boundary distribution
- Met with RTS Officials to discuss limited bus routes in east Gainesville
- Discussed ways to provide tools to assist parents with navigating the school system
- Current action team is assisting the State Task Force regarding teaching African American history in the SBAC public school system
- Open group dialogue has occurred & participants are "sharing forward"

**ANY ACTION
TAKEN?**





DISMANTLING RACISM: ONE BRICK AT A TIME

“Uncomfortable subjects, but handled well”

“It changed my life”

“Study circles are a good tool for breaking down racial barriers”

“This was a very eye-opening experience and it has changed me”

“This setting allowed individuals the freedom to express controversial positions without retaliation”

“I felt I was heard, people listened intently to each other”

“My perspective has been broadened”

“Dialogue is critical if we are ever to effect change”

WHAT PEOPLE ARE SAYING...

“An opportunity for a diverse group to share diverse perspectives”

“I wish more citizens would participate in a circle”

“Made a positive change in me”

“This process allows people from all walks of life to become engaged, regardless of age, sex, educational background, sexual orientation, etc.”

“Everyone in the Gainesville area should experience this class”

“Each voice was heard”

“The study circle concept is well-conceived and helpful”

“A non-judgmental atmosphere”



DISMANTLING RACISM: ONE BRICK AT A TIME

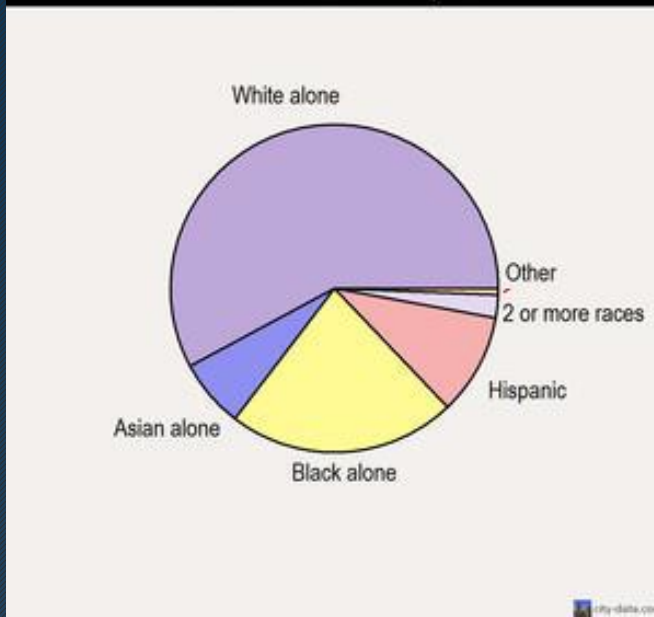
WHAT PEOPLE ARE SAYING...

- **Statistical & Trending Analysis**
- **Affirmative Action Plan**
- **Annual Hiring Report**
- **Annual Spending Plan**

TRENDS & RESEARCH



Races in Gainesville, FL



CITY OF GAINESVILLE POPULATION COMPOSITION

White alone - 71,903 (57.8%)

Black alone - 28,038 (22.5%)

Hispanic - 12,387 (10.0%)

Asian alone - 8,424 (6.8%)

Two or more races - 2,832 (2.3%)

Other race alone - 431 (0.3%)

American Indian alone - 279 (0.2%)

Native Hawaiian and Other Pacific

Islander alone - 60 (0.05%)





THE CULTURE & THE CLIMATE

Survey Question	Strongly Disagree	%	Somewhat Disagree	%	Neutral	%	Somewhat Agree	%	Strongly Agree	%	N/A	%	Total	% Total
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1	The City's management encourages diversity	17	4.30%	22	5.57%	71	17.97%	115	29.11%	165	41.77%	5	1.27%	395	100%
2	The City's management shows that diversity is important through its actions	22	5.57%	27	6.84%	68	17.22%	137	34.68%	136	34.43%	5	1.27%	395	100%
3	The City is committed to diversity	16	4.05%	16	4.05%	57	14.43%	138	34.94%	163	41.27%	5	1.27%	395	100%
4	The City respects individuals and values their differences	17	4.30%	33	8.35%	88	22.28%	141	35.70%	112	28.35%	4	1.01%	395	100%
5	Employees who are different from most others are treated fairly here at the City	13	3.29%	40	10.13%	86	21.77%	156	39.49%	96	24.30%	4	1.01%	395	100%
6	Employees here at the City appreciate others whose race/ethnicity is different from their own	10	2.53%	27	6.84%	98	24.81%	160	40.51%	94	23.80%	6	1.52%	395	100%
7	I have personally witnessed discrimination here at the City	70	17.72%	49	12.41%	91	23.04%	92	23.29%	86	21.77%	7	1.77%	395	100%
8	I have been the victim of discrimination here at the City	165	41.77%	35	8.86%	98	24.81%	52	13.16%	37	9.37%	8	2.03%	395	100%
9	Employees of different backgrounds are encouraged to apply for higher positions here at the City	13	3.29%	29	7.34%	99	25.06%	97	24.56%	127	32.15%	30	7.59%	395	100%
10	My experiences since coming to this company have led me to become more understanding of racial/ethnic differences	18	4.56%	17	4.30%	114	28.86%	131	33.16%	87	22.03%	28	7.09%	395	100%
11	Getting to know people with racial/ethnic backgrounds different from my own has been easy here at the City	4	1.01%	17	4.30%	66	16.71%	158	40.00%	122	30.89%	28	7.09%	395	100%
12	I believe the City will take appropriate action in response to incidents of discrimination	17	4.30%	33	8.35%	67	16.96%	129	32.66%	121	30.63%	28	7.09%	395	100%
13	Racial, ethnic, and gender-based jokes are not tolerated at this organization	15	3.80%	34	8.61%	56	14.18%	103	26.08%	159	40.25%	28	7.09%	395	100%
14	My supervisor is committed to, and supports, diversity	17	4.30%	12	3.04%	76	19.24%	111	28.10%	150	37.97%	29	7.34%	395	100%
15	My supervisor handles diversity matters satisfactorily	16	4.05%	13	3.29%	92	23.29%	89	22.53%	155	39.24%	30	7.59%	395	100%

	< 1 year	%	1-2 yrs	%	2-5 yrs	%	5-10 yrs	%	10+ yrs	%	N/A	%	Total	% Total	
16	How long have you worked for the City?	21	5.32%	30	7.59%	44	11.14%	103	26.08%	170	43.04%	27	6.84%	395	100%

	White	%	Black	%	Hispanic	%	Asian	%	Bi-racial	%	Other	%	N/A	%	Total	% Total	
17	What is your race?	244	61.77%	71	17.97%	13	3.29%	3	0.76%	3	0.76%	8	2.03%	53	13%	395	100%



HIRING TRENDS (2009-2013)

- Overall, in both GG and GRU together, 70% of all candidates hired in the 4-year period were White, followed by 21% Black and 9% all other races
- Over the 4-year period, GG positions filled by Black candidates was the highest in 2012 at 29%
- The % of Blacks and Hispanics hired by GRU has held at 17% for 2012 and 2013



EFFECTIVE COMMUNICATION

- **Enhanced Website**
- **Facebook Presence**
- **Radio/TV**
- **EO Awareness Flyers**
- **Workshops**
- **Public Speaking**

DIVERSITY

&

INCLUSION

PROACTIVE
PREVENTION

COMMUNICATION

COMMUNITY
RELATIONS



RESEARCH &
TRENDS

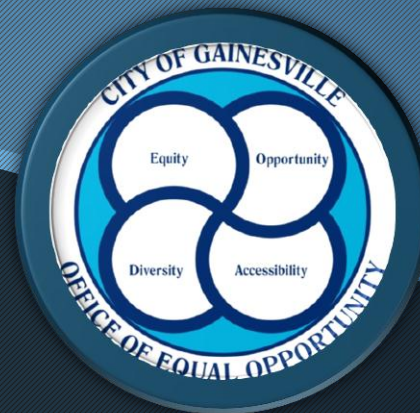
YOUTH
INVOLVEMENT

DISMANTLING
RACISM

PROCUREMENT

All the pieces of the puzzle fit together to bring about “Diversity & Inclusion”. We are not yet where we should be, but we are much further along than we have been. Both internal management and the external community are starting to recognize the Office, not only as a regulator, but also as a resource. The recommendations, opinions, ideas, and “buy-in” of OEO is sought prior to implementation of projects, initiatives or policy considerations.

**MOVING
FORWARD**



SEATTLE'S RACE & SOCIAL JUSTICE INITIATIVE

- end internal racial disparities
- employees have received training
- strengthen outreach
- collaborative, community-wide effort
- no youth programs

GAINESVILLE'S DISMANTLING RACISM INITIATIVE

- end internal & external racial disparities
- trained both employees & citizens
- strengthen outreach
- collaborative, community-wide effort
- youth programs

A COMPARISON
(a tale of two cities)





office of equal
opportunity...

"how may we be a
resource to you today?"

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RACIAL EQUITY: *Pieces of a Puzzle*



City of Gainesville Office of Equal Opportunity
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www.gainesvilleequalopportunity.org

[www.facebook.com/City of Gainesville Office of Equal Opportunity](https://www.facebook.com/CityofGainesvilleOfficeofEqualOpportunity)

