



Latino Engagement Taskforce Recommendations

December 5, 2016

Purpose

- Present background information on the Latino Engagement Taskforce.
- Share taskforce recommendations.
- Identify implementation measures currently underway, planned for 2017.



Background

- Third fastest growing city in Colorado
 - Population: 53,696
 - 45.5% identify as Hispanic or Latino
- Latino community members do not participate, interact, and engage in city processes and programs at rates proportional to rest of population
- City acknowledged disparate treatment within PD and missed opportunities to engage community at public meetings, master planning



Alignment with Performance Management System

Goals

Engage the public to encourage community involvement, communication and to build trust

Outcomes

Participatory & Inclusive Community

Objectives

Obtain constructive & solution-focused ideas from a taskforce on how Commerce City can better engage, involve, and meaningfully serve the Latino community by Q3 2016.

Strategies

1. Identify issues/topics of interest to the Latino community in Commerce City
2. Document real & perceived barriers to participation in city activities & events.
3. Recognize how Latinos within the city prefer to receive information
4. Determine effectiveness of existing communication tools.

Tactics

- Create application process & selection criteria
- Host monthly meetings in Spanish
- Document meeting outcomes
- Generate actionable report



Commerce
CITY

Taskforce Composition

- 12 Latinas
 - Average residency of 13.6 years
 - 11 of 12 self-identified Spanish as primary language
 - 5 of 12 self identified as bilingual (Spanish/English)
- Pre-meeting survey to establish baseline, post-taskforce survey to measure movement
- Six monthly meetings held
- Spanish-language meetings (translation to English)



Meeting Topics

1. Taskforce Purpose, City Overview
2. Police Department
3. Civic Center Tour
4. City Communications & Events
5. Recreation Center & Parks
6. Open Dialogue & Recap
7. Recommendations Report-Out



Recommendations

- Improved Language Access
 - Translation at city council meetings
 - Hire fully bilingual staff
 - Website translation
 - Translate building signage
 - Bilingual voice message on general information line
 - Increase amount of bilingual literature



Recommendations

- Utilizing effective communication methods to reach the Latino community
 - Localized magazine/radio stations
 - Bilingual materials (digital, print)
 - Using alternative means of community engagement



Recommendations

- Developing a philosophy and stated values for inclusiveness and diversity that applies to all city departments
- Creating a welcoming and inclusive environment
- Effective communication between school districts & police departments



Recommendations

- Transparency on city processes
 - Police citations and procedures
 - Code enforcement
 - Transparency on city's relationship with Immigration, Customs, & Enforcement (ICE)
 - Transparency of city budget



Recommendations

- Inclusion of diverse community members in city meetings/events/planning processes
 - Continuation of the Latino Engagement Taskforce
 - Culturally-diverse events
 - Development of recommendation and complaint system (like Denver 311)



Recommendations

- Improved rapport between Latino community and the Police Department
 - Targeted outreach events for Latino community from the Police Department
 - Stated policy around CC relationship and communication with ICE
 - 911 Awareness Marketing Campaign



Prioritized Recommendations

1. City/department-wide policy and stated values on inclusion, including clarity about documentation status of community members
2. Steps towards language access recommendation, especially increased bilingual hiring, translation of vital documents and information
3. Continuation of a Latino Task Force or official Latino or Inclusivity Commission to continue this work in collaboration.



Implementation Strategies

- 2016 Actions
 - Bilingual staff requirement vs. preference
 - Social media posts in Spanish & English
 - Improving and translating civic center signage
 - Administrative statement codifying existing ICE practices/local role
- 2017 Actions
 - Increasing availability of Spanish-language digital and print materials
 - Continuation of LET
 - Language access through telephone line, interpretation



Closing

“Since being a part of LET I have been more involved and have felt comfort knowing where things are available to the community. It has also allowed me the opportunity to share what I have learned with others in the community. I have lived here for a long time and it’s about time I feel comfortable.”

“The city needs to continue to authentically engage the Latino community by building trust first. Flyers can and will be seen everywhere but fear will still keep us from attending events and meetings.”

