



DEI Committee

DIVERSITY, EQUITY & INCLUSION

CITY COUNCIL MEETING – FEBRUARY 4, 2025

CITY OF EL SEGUNDO'S DEI COMMITTEE

Building a more representative, inclusive and equitable El Segundo.



OUTLINE

- I. 2025 Key Priorities & Work Plan
 - A. Data & Resources
 - B. Community Relations
 - C. City Engagement
- II. Bylaws
- III. Next Steps



OUR PURPOSE

The DEI Committee aims to inspire and activate efforts to integrate diversity, equity and inclusion into City of El Segundo decisions, service-delivery and policies to improve the well-being of all our communities.

We commit to:

- Listening and advising with an equity lens as we help foster a healthy, just and inclusive El Segundo, instilling a sense of understanding, healing and belonging for all who live, work and play here.
- Engaging the community and holding ourselves accountable to acknowledge and correct historical inequities and current disparities, and change outdated, harmful narratives.
- Moving forward with urgency and purpose, allyship and collaboration, to support transparent and actionable solutions that will remedy these inequities and serve our diverse community.

2025 WORK PLAN HIGHLIGHTS

TIMING	TEAM	PRIORITY
Q1-Q3	City Engagement Team	Collect and build a plan to share DEI-related best practices, successes, and lessons learned from City of El Segundo and El Segundo-based businesses. This includes identifying models to recognize as part of City of El Segundo DEI awards.
Q2	Community Relations Team	Partner with an El Segundo-based company on one panel discussion on a DEI-related topic.
Q3	Data & Resources Team	Partner with Chief Rodriguez/ESPD on one community briefing. Brainstormed ideas include ALPRs, RIPA or a general overview on the “state of the ESPD.”

2025 WORK PLAN



DATA & RESOURCES

Emily Atmore



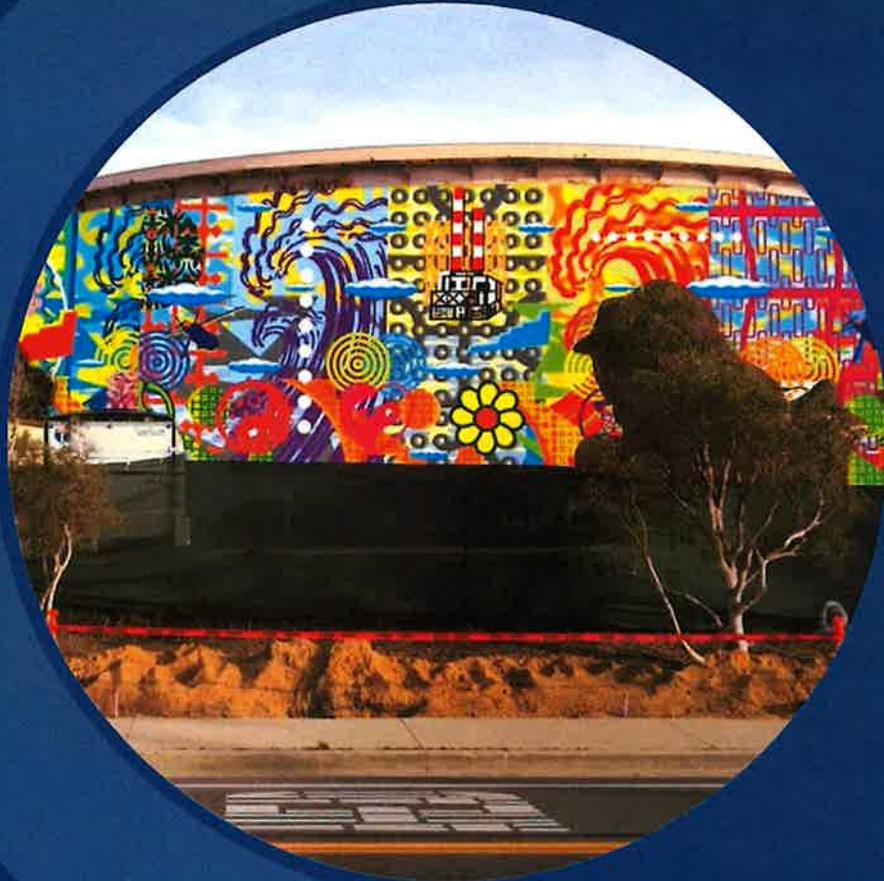
COMMUNITY RELATIONS

Valerie Green



CITY ENGAGEMENT

Sean O'Brien



DATA & RESOURCES TEAM

EMILY ATMORE

DATA & RESOURCES

PUBLIC SAFETY, DEI TRAININGS & RESOURCES



COMMUNITY BRIEFING

Q2 2025

Partner with Chief Rodriguez and ESPD on one community briefing.



RESOURCES

Q1 2025 and ongoing

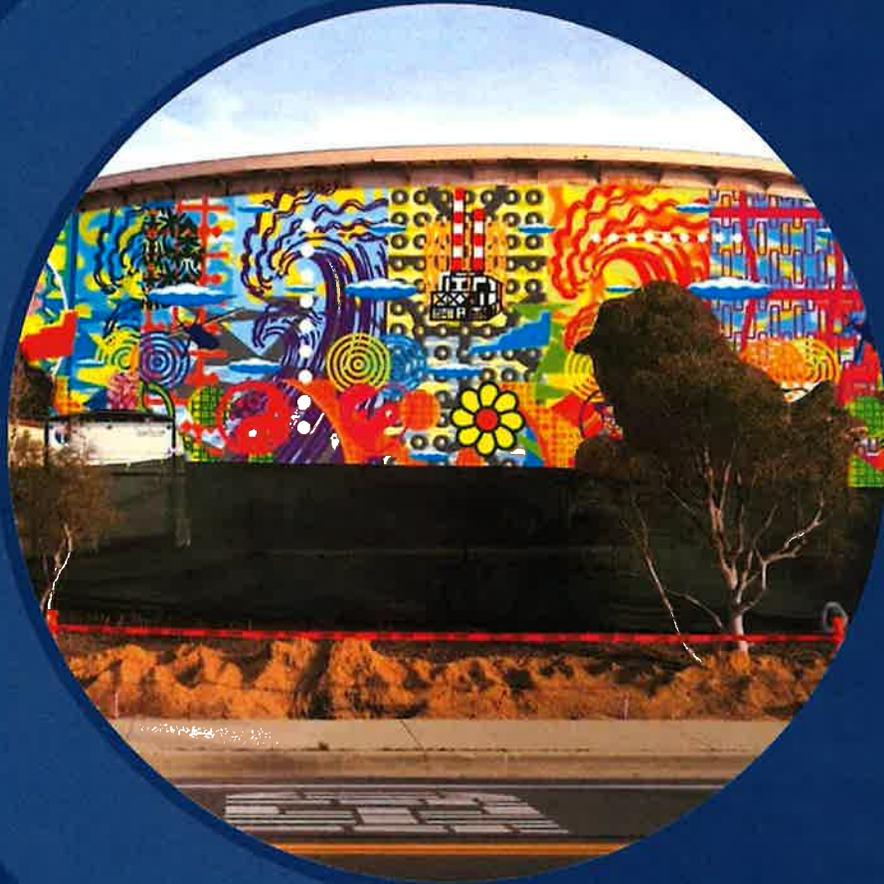
Continue to build upon available helpful educational resources for the City / community to access and use.



PROCLAMATIONS

Q1 2025 and ongoing

Draft proclamations and help identify who will be accepting them.



COMMUNITY RELATIONS TEAM

VALERIE GREEN

COMMUNITY RELATIONS

COMMUNITY-AT-LARGE



COMMUNITY EDUCATION

Q2 2025

Partner with an El Segundo-based company on at least one panel discussion on a DEI topic.



UNITED AGAINST HATE WEEK

Q3 2025

Partner with SBCCA, ESUSD, and others on this weeklong activation from October 19-25, 2025.



COMMUNITY ENGAGEMENT

ONGOING

Joy Around the World. Collaboration opportunities with Black in Mayberry and others.

UNITED AGAINST HATE WEEK (UAHW)

Candlelight Vigil | September 25 | Library Park

- Speakers including City Council and community members
- Community poster contest
- Performance by ESUSD student



SAVE THE DATE!



- Evolve and refresh the candlelight vigil
- Combine with a South Bay Community Coalition Against Hate event (i.e. panel discussion)
- Check local events / school schedule to avoid conflicts
- Continue community poster contest or other ways to incorporate art



CITY ENGAGEMENT TEAM

SEAN O'BRIEN

CITY ENGAGEMENT CITY AND LOCAL BUSINESSES



POLICIES & PRACTICES

Q1 – Q2

Collect and share DEI-related best practices, successes, and lessons learned from City of El Segundo and El Segundo businesses



DEI AWARD

Q3

Recognize a business, resident, and/or student who are making an impact on DEI in the City of El Segundo



COLLABORATIONS

Ongoing

Continue to work with City of El Segundo (HR, ESPD, ESFD, ACC), South Bay Community Coalition Against Hate, ESUSD

CITY STRATEGIC PLAN



STRATEGIC DIRECTION

The City Council and staff are committed to creating an environment that is inclusive and supportive of the community. Proactive and timely communications are critical to keeping the community engaged and informed.

Staff are proactive problem solvers who strive to understand the needs of our customers and offer innovative solutions to address challenges.

KEY PERFORMANCE INDICATORS

✔ Netpromoter Score

Maintain a "Great" (50-70) resident Netpromoter score with a minimum of 600 responses.

✔ City Responsiveness

Residents are satisfied with the responsiveness of City services, as measured by:

- The average score of the annual community and business survey questions related to responsiveness of various departments and City Council
- Community Development ongoing transaction surveys.

DELIVER SOLUTION-ORIENTED CUSTOMER SERVICE, COMMUNICATION, DIVERSITY, EQUITY, AND INCLUSION

STRATEGIES

STRATEGY A Enhance proactive community engagement program to educate and inform the public about City services, programs, and issues.

STRATEGY B Implement Diversity, Equity, and Inclusion (DEI) initiatives to cultivate representation and opportunities for all the members of the community.

CITY STRATEGIC PLAN PRIORITIES

The City Council determined its top priorities during the strategic planning session held on April 30th, 2024. The priorities are intended to convey the City Council's collective top areas of focus for Fiscal Year 2024-25.

**GOAL 5
STRATEGY C** Implement strategic initiatives to attract new businesses and foster business to business networking and collaboration to retain and grow existing businesses.

**GOAL 5
STRATEGY D** Implement community planning, land use, and enforcement policies that encourage growth while preserving El Segundo's quality of life and small-town character.

**GOAL 4
STRATEGY A** Enhance staff recruitment, retention, and training to ensure delivery of unparalleled City services and implementation of City Council policies.

**GOAL 1
STRATEGY A** Seek opportunities to implement and expedite the projects in the Capital Improvement Program and ensure that City-owned infrastructure is well maintained including streets, entryways, and facilities.

**GOAL 1
STRATEGY B** Seek opportunities to implement the use of innovative technology to improve services, efficiency, and transparency.

**GOAL 2
STRATEGY A** Comprehensively address the unsheltered homeless population.

DEI & CITY STRATEGIC PLAN PRIORITIES

- ❑ **More creativity and innovation**
- ❑ Effective and more efficient **problem-solving**
- ❑ **Stronger decision-making**
- ❑ Representing **what you think the world looks** like to your audiences, communities, customers +
More **responsive to needs of diverse audiences, communities, customers**
- ❑ Residents, employees, families and community members feel **seen and heard, safe and connected**
 - stronger sense of community and belonging
 - Increased empathy
 - Increased sense of team / team-building
 - Increased retainment
- ❑ **Increased productivity + Wider audience + Retainment = Increased Profit + Impact + Benefits**

2025 WORK PLAN & COMMITMENT TO DEI

- ✓ Acknowledge and recognize the good – the successes, lessons learned, and opportunities within the City of El Segundo and throughout the community of businesses and residents.
- ✓ Continue collaboration with City of El Segundo (HR, ESPD, ESFD, ACC), ESUSD, South Bay Community Coalition Against Hate, and local corporations and businesses to collect and analyze data to measure progress
- ✓ Reaffirm our City's commitment to DEI

2025 WORK PLAN SUMMARY

DATA & RESOURCES TEAM – Emily Atmore

Point of contact for public safety and DEI trainings/resources.

1. **Q1 Proclamations & Holidays.** Coordinate list of holidays and dates for City to recognize on social media accounts. Draft City Council proclamations and arrange for community members to accept. Include list of recommended resources (tools, workshops, books, movies, etc.) offered on the [City website](#) with info on DEI trainings, videos, articles, books, movies, documentaries, websites and other helpful educational resources for the City/community to access and use. This can be “home” to calls for action and resources to point to when making proclamations, addressing DEI in speaking engagements, etc.
2. **Q3 Community Briefing.** Partner with Chief Rodriguez/ESPD on one **community briefing**. Brainstormed ideas include ALPRs, RIPA or a general overview on the “state of the ESPD.”

CITY ENGAGEMENT TEAM – Sean O’Brien

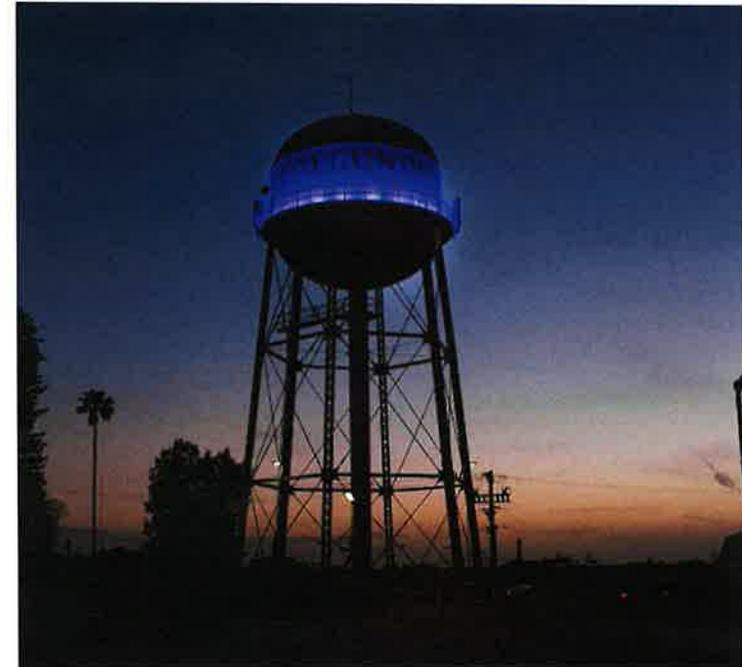
Point of contact for City (HR, City Council) and local businesses.

3. **Q2 - Q3 DEI Best practices.** Collect and build a plan to share DEI-related best practices, successes, and lessons learned from City of El Segundo and El Segundo-based businesses.
4. **Q4 DEI Award.** Design and manage a DEI-specific award. Could include recognition for an El Segundo student, an adult resident, a small business, nonprofit, and/or a large corporation operating in El Segundo.
5. **Ongoing: City Engagement Activities.** Explore partnerships, such as with the ACC, EDC, and South Bay Coalition Against Hate (SBCAH).

COMMUNITY RELATIONS TEAM – Valerie Green

Point of contact for the community-at-large and community engagement activities.

6. **Q2: Community Education.** Partner with an El Segundo-based company/corporation on one **panel discussion** (similar to the Aerospace Corporation panel we hosted a few years ago) on a DEI topic.
7. **Q3: United Against Hate Week.** Partner with SBCAH, ESUSD, SEA Change, and others on this week-long activation from October 19 – 25, 2025.
8. **Ongoing: Community & City Events.** Support planning of current City events (such as Joy Around the World).



BYLAWS: QUORUM

Of the nine seats on the DEI Committee, seven are currently filled and two are open. Quorum is five.

Committee Member	Start	End
Steve Gebhart	May 2024	May 2025
Marisa Janicek	May 2024	May 2025
Valerie Green	February 2023	October 2025
Sean O'Brien	June 2024	October 2026
Emily Atmore	December 2022	October 2027
Allison Mitrovich (<i>not yet sworn in</i>)	January 2025	October 2027
Christibelle Villena	October 2020	October 2027

BYLAWS: QUORUM

The DEI Committee requests revision to bylaws to address quorum and the recruitment / selection process for new members.

Currently, our bylaws state under **Section VI – Quorum:**

A majority of the DEI Committee (five members) shall constitute a quorum. A quorum is necessary for action by the DEI Committee.

The DEI Committee recommends this section is updated to:

A majority of seated DEI Committee members shall constitute a quorum. A quorum is necessary for action by the DEI Committee.

Additional solution: Quicker recruitment, selection and swearing in of new members ahead of terms ending for members instead of after terms end.

BYLAWS: SCHOOL DISTRICT PILOT

Also currently, under **Article IV – Membership:**

Two of the nine voting member seats of the committee are to be filled with adults selected from either El Segundo Unified School District (ESUSD) and/or Wiseburn Unified School District (WUSD). The policy was approved as a pilot program by the City Council on August 15, 2023 under Agenda Item H.19.

WUSD declined to volunteer and ESUSD provided two members beginning on March 13, 2024.

Terms for two ESUSD representatives will end May 2025.

The DEI Committee recommends updating this section to reflect up to two seats prioritized for school district representatives, who participate in the same interview / selection process as all our CCBs, and if selected, be held to the same expectations as the other voting members.

In the event there are fewer applicants than available seat(s) for the school district seats, the seat(s) would then be eligible to be filled with a community member.

NEXT STEPS

1. Vote on 2025 Work Plan
2. Vote on DEI Committee bylaw changes related to establishing quorum
3. Discuss and possibly vote on meeting frequency
4. Discuss and possibly vote on amending the DEI Committee bylaws to continue or conclude the one-year pilot program to have two school district representatives on the DEI Committee – pilot year ends May 2025





Thank You

DIVERSITY, EQUITY & INCLUSION

CITY COUNCIL MEETING – FEBRUARY 4, 2025