



**DUBLIN**  
CALIFORNIA

# Community Task Force

DEI:

Boards and Commission Recruitment  
City Communications

April 8, 2021

# Task Force Charge

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Reviewing and developing recommendation on items within the City's purview, specifically:

- Diversity, Racial Equity, and Inclusion
  - **Boards and Commission Recruitment**
  - Inclusive, Equitable, and Accessible Programming/Events
  - Community Agency Funding and Support
  - **Communications**



# Boards and Commission Overview

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- City has the following permanent commissions/committees:
  1. Heritage and Cultural Arts Commission
  2. Human Services Commission
  3. Parks and Community Services Commission
  4. Planning Commission
  5. Senior Center Advisory Committee
  6. Youth Advisory Committee



# Other Background Information

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- Terms for board are generally four years, with a term limit of two terms.
  - Terms are staggered so that some expire in December of every election year.
  - YAC is a one-year term
  - Alternates have two-year terms
- Member Requirements:
  - Must be a Dublin resident
  - 18 years or older (except for YAC)

# Recruitment Process

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- Recruitments for open seats take place every two years, in the fall.
  - Special recruitments for mid-term/unscheduled vacancies.
- Outreach Strategy
  - Social Media
  - City Website
  - Newsflash (2)
  - Fliers (Senior Center monthly handouts)
  - Ongoing interest list, maintained by City Clerk
    - Signup on City's Website.
  - Emails to Inside Dublin participants
    - Participants from current and prior three years

# Application Process

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- Applications request the following personal information:
  - Name, Address, other relevant contact information (email/phone).
  - Length of residency in Dublin.
- Applications include a series of narrative questions, some specific to the committee and some generic.
  - “Why are you interested in X Committee?”
  - “What education, training or experience do you have in cultural arts or heritage?”
  - “How do you feel about user fees for recreation programs and park/facility reservations?”



# Selection Process

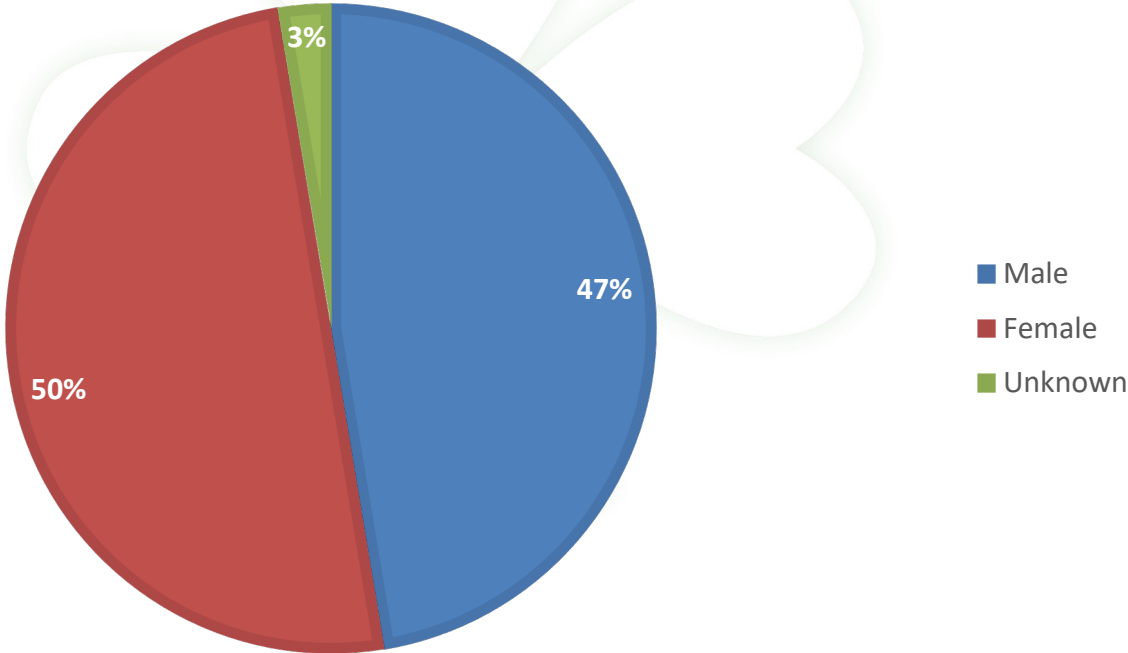
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- The Mayor reviews all applications and makes determination on appointments.
- Appointments are then subject to confirmation by a majority vote of the City Council.
  - Typically takes place following an election.
  - Most recent: January 12, 2021



# Commission/Committee Demographics, I

TOTAL COMMISSION/COMMITTEE GENDER BREAKDOWN

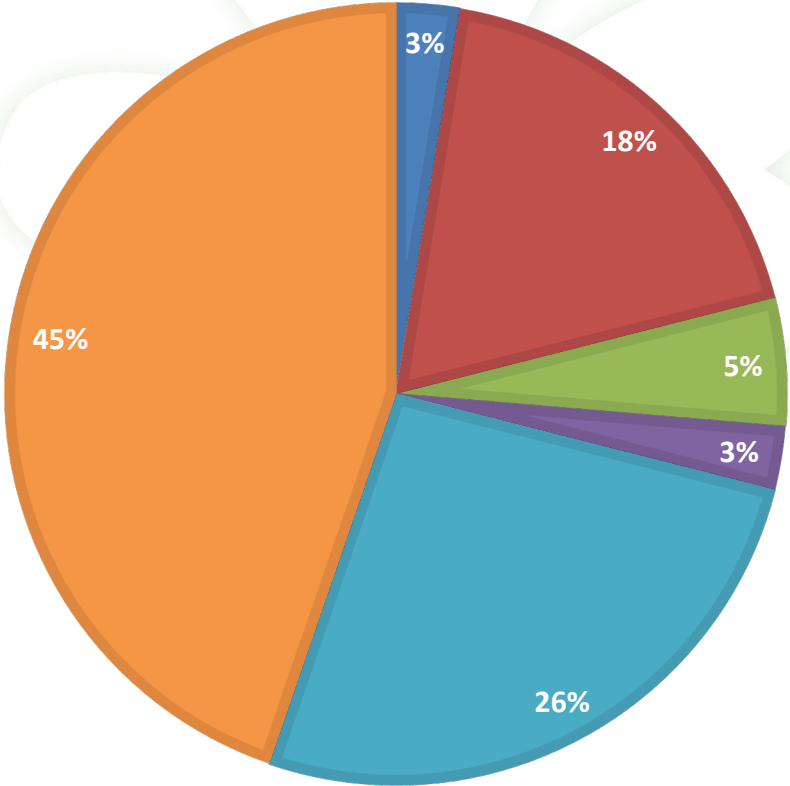




# Commission/Committee Demographics, 2

## TOTAL COMMISSION/COMMITTEE RACE/ETHNICITY BREAKDOWN

■ Native American ■ Asian/Pacific Islander ■ Black/AA ■ Hispanic ■ Unknown ■ White



# Summary Demographics

Commission/Committee Demographics		Gender		Unknown	Grand Total
Commission/Committee	Race/Ethnicity	Female	Male		
<b>Heritage and Cultural Arts Commission</b>		5	2	1	8
	Asian	2			2
	Hispanic	1			1
	Unknown		1	1	2
	White	2	1		3
<b>Human Services Commission</b>		3	5		8
	Asian		1		1
	Black	1	1		2
	Unknown	1			1
	White	1	3		4
<b>Parks and Community Services Commission</b>		2	6		8
	Asian	1	2		3
	White	1	4		5
<b>Planning Commission</b>		5	2		7
	Asian		1		1
	White	4	1		5
	Native American	1			1
<b>Senior Center Advisory Committee</b>		4	3		7
	Unknown	4	3		7
<b>Grand Total</b>		<b>19</b>	<b>18</b>	<b>1</b>	<b>38</b>

# Questions and Comments?

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# City Communications Overview

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- The City maintains several communication channels with residents:
  - City Website
  - Social Media (Facebook, Twitter, Instagram, YouTube, Nextdoor, Nixle/Everbridge)
  - Email Listservs
    - *Backyard Brief* (Monthly E-Newsletter)
    - News Flashes and Calendar Items
    - Press Releases
    - Topic Specific
  - Annual Report/ *City Report* Newsletter/Rec. Guides
    - Dublin Police Annual Report (Coming Soon)
    - Online and mailed to all residents
  - Tri-Valley Community Television
  - Public Notices in East Bay Times
    - Required for Public Hearings

# Communication Accessibility

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- Website utilizes Google Translate.
  - Works for HTML content, not uploaded PDFs.
  - Website accessibility monitoring service.
- Bilingual Staff List: for internal translations and in-person service.
- Telephone Translation Service for phone calls.
- Election Notices are translated into Spanish, Chinese, Tagalog, and Vietnamese.



# City Language Demographics

- [American Community Survey](#) (2019) provides estimates on “Language Spoken At Home.”

Survey Category	Percentage
English Only	51.6%
Spanish	5.7%
Indo-European Languages (Hindi, Farsi, Italian, Portuguese, etc.)	14.2%
Asian & Pacific Islander Languages (Chinese incl. Mandarin/Cantonese, Vietnamese, Tagalog, etc.)	26.6%
Other Languages	1.8%

- For languages other than English, only 15.5% speak English *less than very well*.

# Questions and Comments?

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