



MEMORANDUM

To: Mayor and City Council

Through: Mike Land, City Manager

From: Noel Bernal, Deputy City Manager

Date: June 12, 2018

Reference: Allies in Community – Consider approval of a Professional Services Agreement between the City of Coppell and ORBYT Management, Inc. (dba Diversity Wealth).

Coppell 2030 Goals: Sense of Community: Goal #1 Residents and Businesses Engaged and Contributing to the Coppell Community, **Goal #3** New Residents Welcomed and Involved, **Goal #4** Effective Community Relationship, Goal #5 Future Civic and Community Leadership Development. **Sustainable City Government: Goal #1** Excellent City Services with High Level of Customer Satisfaction.

Background:

Beginning in 2014, the city began working with Diversity Wealth on a Community Engagement Initiative designed to address and engage the city's growing diversity. Based on an initial round of surveys and focus groups, assessing the needs and perspectives of Coppell employees and interviews about the experiences of Coppell residents, DiversityWealth developed and delivered Cultural Agility and Unconscious Bias training customized for all city employees from 2015-2016. These trainings provided a foundation of knowledge for city employees to effectively interact with the community and provide exceptional service to residents of all cultural backgrounds.

The next step in the Community Engagement Initiative is *Allies in Community*TM, which aims to build relationships and strengthen community connections to foster a deep sense of belonging and enhance residents' active engagement in the city.

In the Fall of 2017, DiversityWealth worked with staff to develop and implement a Community Engagement Survey of almost 700 residents, which was administered at the Kaleidoscope of Cultures Festival event in late October of 2017 and for a 2-week period following the event at

the CORE, Cozby Library and Community Commons, and the Coppell Senior and Community Center.

The survey assessed existing community engagement behaviors, barriers to engagement, communication methods residents used to stay informed about community engagement opportunities and included demographic questions (tenure of residence in Coppell, gender, cultural background, age group). Diversity Wealth presented the survey findings in January and February of 2018 at the joint meeting between the City Council and Coppell ISD School Board, and at the Coppell Lions Club Community Forum. Additional materials were developed including a video-recorded PowerPoint presentation detailing survey finding, a brief written report summarizing important survey insights and recommendations, and a website landing page with an overview of the *Allies in Community*TM initiative.

Analysis:

*Allies in Community*TM Focus Groups and Interviews: Findings and Insights

To clarify and deepen the Fall 2017 Community Engagement Survey findings (particularly with regard to preferred communication methods among various groups and barriers to community engagement and volunteerism) follow-up Focus Groups and Interviews were planned from April 3 – 28. A diverse list of employees and residents was generated, and invitations were extended to participate in a series of 12 focus groups (10 resident focus groups, 2 long-tenured employee focus groups) and several individual interviews. A detailed report of findings from the *Allies in Community*TM Focus Groups and interviews is currently planned to be presented in July 2018.

Cohort Selection

An additional benefit of the interactions with residents and employees that took place throughout the Focus Group and Interview process was the creation of a preliminary list of individuals who will comprise the first *Allies in Community*TM cohort. Initial invitation emails were sent to selected individuals on Friday, June 8 detailing the mission and objectives of the *Allies*TM initiative. The invitation included dates for the initial reception, orientation, and workshops, which will take place every six (6) weeks from September 2018 to May 2019 at the Biodiversity Education Center (BEC).

Next steps

- 1) Finalize *Allies in Community*TM Cohort 1, comprised of 35-40 individuals (2/3 Coppell residents, 1/3 City of Coppell employees)
- 2) Finalize support structures within the city (communication strategy, cohort coordination and support, cohort leadership structures)
- 3) Finalize internal and external communication strategy for *Allies in Community*TM
- 4) Finalize curriculum and secure approval for cohort orientation and workshops materials and collateral.

Legal Review:

The City's legal counsel reviewed the Master Services Agreement.

Fiscal Impact:

The professional services in the amount of \$155,000 will be budgeted between FY17-18 (\$83,000) and FY18-19 (72,000).

Recommendation:

Staff recommends approval of the Master Agreement for Professional Services with ORBYT (Diversity Wealth) for professional facilitation services and scope of work for the Allies in Community Program.