

# Diversity, Equity, AND Inclusion Committee

REPORT, YEAR ONE

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MARCH 2021–MARCH 2022





# INTRODUCTION

**Irvine. The largest master-planned community in America. The safest city in America, 16 years and counting. A city that was inspired by a vision and planned for success in 1971 and continues to build on that foundation 50 years later. Irvine has become a model for cities throughout the world. And today, Irvine is a place where people come for many reasons...**

**Residents:**

**307,000+**

**Safest City in America:**

**16 years**

**City incorporated:**

**1971**

The City of Irvine is recognized as one of the most ethnically diverse and fully integrated cities in the country. With a population of more than 307,000 residents, the City has grown significantly since its incorporation in 1971. Many residents, businesses, and employees have selected Irvine to live and work because of its history of celebrating diversity, equity, and inclusion.

The City of Irvine is a world-famous destination due to many unique characteristics, such as its abundant cultural diversity, safety ratings, and outstanding school system.

Diversity, equity, and inclusion are central to the City's mission of ensuring that each member of our community has the opportunity to thrive. As a City, we believe these qualities play a critical role in individual success, governmental excellence, and the future of the City.

# CITY DEMOGRAPHICS

The City is the success it is today because of the hard-working and community-minded citizens who have chose Irvine as their home.

**Home to more than 17,000 companies, including 900 tech companies**

**Park system ranks 8th in the nation by the Trust for Public Land**

**Recognized by the League of American Bicyclists as a Silver Level Bicycle Friendly Community**

## Ethnicity

American Indian/Alaska Native **0.2%**  
Asian **43.6%**  
Hispanic or Latino **10.7%**  
Native Hawaiian or Other Hispanic Islander **0.4%**  
Black/African American **1.5%**  
White **44.9%**  
Two or more races **7%**  
White alone, not Hispanic or Latino **38.3%**

## Education

High School Graduates or higher (ages 25+) **96.6%**  
Bachelor's Degree or higher (ages 25+) **68.9%**

## Parks and Landscape Areas

Community Parks **22 parks**  
Neighborhood Parks **40 parks**  
Great Park **1,300 acres**  
Athletic Fields **141 fields**  
Sports Fields **188 acres**  
Off-Street Bicycle Trails **113.24 miles**  
On-Street Bicycle Trails **286.42 miles**  
Open Space Preservation Areas **16,000 acres**  
Streetscape **940 acres**  
Trees **78,000**

## Median Household Income

**\$105,126**

# OPERATING FRAMEWORK/VALUES

The City of Irvine's commitment to excellence is evident in its operating framework and values:

## Values

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**Humility**  
**Innovation**  
**Empathy**  
**Passion**  
**Integrity**

## One Team

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We are one team... that exists to serve our community in the continual pursuit of a City that offers an exceptional quality of life.

## One Focus

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We have one focus... to differentiate ourselves by maintaining an intense focus on establishing Irvine as a learning organization that will serve as an incubative launching pad for people, ideas, programs, and careers.

## One Irvine

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We are One Irvine... through the embrace of a team-oriented approach by living our values every day.



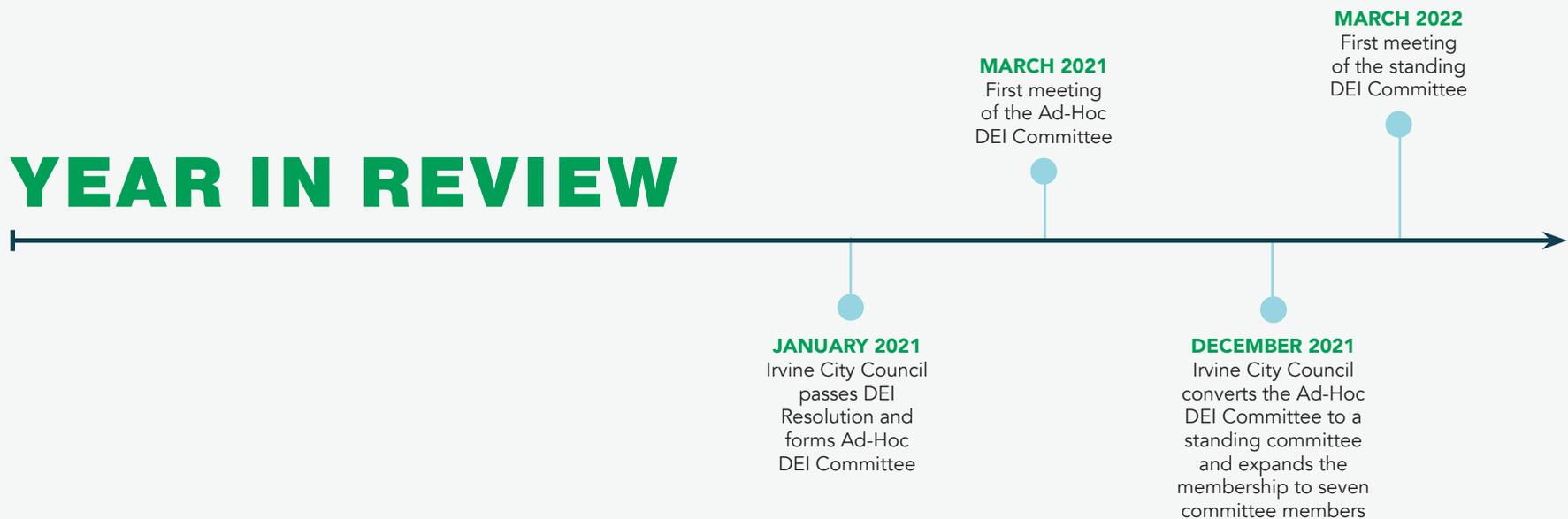
# BACKGROUND

## History of the DEI Resolution and Committee

**On January 26, 2021**, the Irvine City Council passed a resolution reaffirming Irvine’s commitment to diversity, equity, and inclusion within our community. The resolution called for the formation of a Diversity, Equity, and Inclusion (DEI) Ad-Hoc Committee to provide input on the needs of the community and help meet the City’s goals of inclusion.

After an unprecedented year of DEI Committee activities, campaigns, and initiatives, the City Council unanimously voted on December 14, 2021 to convert the five-member Diversity, Equity, and Inclusion Ad-Hoc Committee to a standing committee and expand its roles and abilities. This included adding two at-large committee members through a public recruitment process in February and March 2022.

## YEAR IN REVIEW



# CITY COUNCIL

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**Mayor** *Farrah N. Khan*



**Vice Mayor**  
*Anthony Kuo*



**Councilmember**  
*Mike Carroll*



**Councilmember**  
*Tammy Kim*



**Councilmember**  
*Larry Agran*

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# DIVERSITY, EQUITY, AND INCLUSION COMMITTEE

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*Amil Aaron, Chair,*  
**Appointed by Mayor Khan**



*Rebekah Thomas, Co-Chair,*  
**Appointed by Councilmember Kim**



*Yulan Chung,*  
**Appointed by  
Vice Mayor Kuo**



*Noha Nour, D.D.S.,*  
**Appointed by  
Councilmember  
Agran**



*Dr. Surendra Sharma,*  
**Appointed by  
Councilmember  
Carroll**



*Mary Anne Foo,*  
**Member-At-Large**



*Betty Martinez Franco,*  
**Member-At-Large**

DEI Committee First-Year

# INITIATIVES AND GOALS

**The DEI Committee provides input on the needs of the community, and advises the City Council on Irvine business, community affairs, policies, hiring practices, and culture.**

**Over the past year, the committee has focused on the following areas:**

- 1. Building a more diverse and inclusive workforce in which employees reflect the diversity of the City on all levels.**
- 2. Continuing outreach and education to disadvantaged businesses interested in contracting with the City.**
- 3. Addressing hate crimes and hate incidents in our community.**
- 4. Promoting the City's diversity campaign, We Are Irvine.**
- 5. Addressing issues within the Convention of the Elimination of All Forms of Discrimination Against Women (CEDAW).**



# BUILDING A MORE DIVERSE AND INCLUSIVE WORKFORCE IN WHICH EMPLOYEES REFLECT THE DIVERSITY OF THE CITY ON ALL LEVELS.

The City of Irvine Human Resources & Innovation Department worked tirelessly to enhance workforce diversity in the City.

*It expanded recruitment placements to reach a more diverse audience, placing nearly 3,000 multicultural and multilingual ads among diverse organizations, in multicultural publications, and on social media.*

Additionally, to encourage applicants representative of the City's multifaceted community, the department promoted internship opportunities and conducted outreach and education to local community partners, holding three career fairs and expanding education partnerships to include Workforce Solutions (OC One Stop), UC Irvine Internship Program, and Portola High School.

**Further, the City launched the second edition of the employee mentorship program, which included a focus on inclusivity, and developed an unbiased equity framework to ensure principles of fairness in all employee performance reviews, promotions, and disciplinary actions. Finally, employee development programs were created during this period with a focus on learning about and celebrating staff and teams, and the multicultural heritages represented within the City. In addition, fact-finding sessions were held seeking input from employees about diversity, equity, and inclusion in the workplace.**

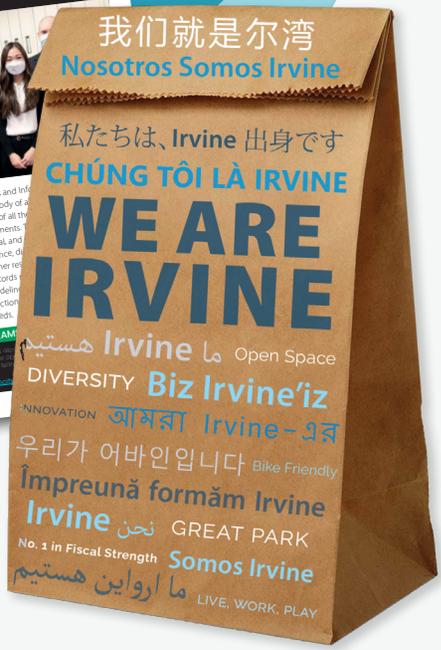


# A MORE DIVERSE AND INCLUSIVE WORKFORCE

Meet Your City Teams



**OFFICE OF RECORDS AND INFORMATION**  
CITY CLERK  
Thursday, March 31 | 10 a.m.  
Click [HERE](#) to join.  
Please confirm your attendance by March 31 to [outgoing@cityofirvine.org](mailto:outgoing@cityofirvine.org)  
ABOUT THE MEET YOUR TEAM  
The Office of Records and Information is responsible for the care and custody of all the City's records, including historical documents, efficient, economical, and creation, maintenance, and all City records. Other responsibilities include records administration, records and providing guidelines and document destruction management needs.



**3 sessions, 52 attendees**  
*Employee Development Meet Your Team Series:* Community Services, Youth Outreach Team, Public Safety Crime Prevention Team, City Clerk Records Team

**1 session, 24 attendees**  
*Employee Diversity, Equity, and Inclusion Listening Session*

**4 sessions, 45 attendees**  
*Employee Development Meet Your Executive Team Series:* Assistant City Manager, Deputy City Manager, Police Chief, and City Clerk

**2,812**  
Multicultural hiring ads within diverse organizations and publications

**151**  
Hiring ads on social media outlets

**697**  
Internship applicants

**63**  
Employee mentorship participants: 22 mentors and 41 mentees

**5**  
Events celebrating multicultural heritage of employees

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# CONTINUING OUTREACH AND EDUCATION TO DISADVANTAGED BUSINESSES INTERESTED IN CONTRACTING WITH THE CITY.

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**4** **How to do Business  
with the City training sessions**

**31** **Business associations promoting  
City contracting opportunities  
(exceeded goal of 24)**

The Financial Management & Strategic Planning Department enhanced outreach and education to disadvantaged businesses during this period through a multi-pronged approach.

It developed and launched four How to do Business with the City training sessions, showcased disadvantaged businesses awarded contracts, created and distributed outreach resource videos in eight languages and pushed out via social media to business associations and trade groups, and posted on the Purchasing webpage to promote City contracting opportunities. As a result, the City achieved its goals of increasing the number of women-owned and minority-owned companies notified of bidding opportunities by 2.8%, and awarded the minimum of \$50,000 in contracts annually.

The Financial Management & Strategic Planning Department completed its planning of the Meet the Primes educational training, featuring three prime contractors currently doing business with City as panelists discussing their subcontractor needs as well as success in public bidding. The first session, held April 18, provided a networking opportunity for prime contractors and disadvantaged business enterprise subcontractors and included City staff updates on upcoming bidding opportunities as well as described the bidding process.





# ADDRESSING HATE CRIMES <sup>AND</sup> HATE INCIDENTS IN OUR COMMUNITY.

**In 2021, the Irvine Police Department (IPD) established an online hate crime and hate incident reporting portal in seven languages.**

Furthermore, IPD carried out its motto, “In Partnership with the Community,” prioritizing education and outreach, even during the challenging times of the COVID-19 pandemic. To help address hate crimes and incidents in Irvine, IPD held two Community Police Academy classes attended by 55 residents, hosted nine community events serving nearly 5,000 residents, and participated in 61 meetings and presentations, engaging with more than 8,000 community members and involving over 100 staff. Some of those meetings were in foreign languages prevalent in the City.

*IPD initiated Racial and Identity Profiling Act (RIPA) Collection and Reporting.* IPD officers also received additional education — including cultural competency, implicit bias/racial profiling, mental health, and de-escalation tactics and force options training — and deployed body-worn cameras as an internal transparency tool.

More than **14** hate crimes and **77** hate incidents have been reported through the [cityofirvine.org/repothate](https://cityofirvine.org/repothate) portal.

**IPD reached more than 13,000 residents through community meetings, events, and classes.**

Body-worn Cameras Implemented: **291**

Racial Identity Profiling Act Training:  
**19 offerings and 220 officers**

Racial Identity Profiling Act data from **5,325 contacts** has been reported to Department of Justice since implementation

Cultural Awareness and Competency Training:  
**8 offerings and 220 officers**

Mental Health Training: **6 offerings and 90 officers**

#### **FORCE OPTIONS TRAINING:**

New Officer Orientation: **7 offerings and 33 officers**

40mm Qualification: **11 offerings and 210 officers**

Mobile Field Force Briefing Training: **18 offerings and 120 officers**

#### **DE-ESCALATION TACTICS**

Trainings on the use of Taser 7, a tool to minimize the risk of serious injury: **8 offerings and 220 officers**

Block Training June 2021: **8 offerings and 220 officers**





## Promoting the City's diversity campaign, **WE ARE IRVINE.**

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The City of Irvine developed and began executing a diversity campaign, We Are Irvine, in mid-2021. The campaign embraces what makes each of us unique and identifies areas of improvement among City programs, services, purchasing, and employment.

Together, We Are Irvine, and we will continue to ensure our residents, business community, and visitors have access to fair and equal opportunities. As such, we promoted and fostered the campaign in all areas of marketing and services, including print and digital City publications, 700 social media posts, and video. This included the development of outreach materials to reflect the diversity of all residents, in addition to the establishment of multilingual communication tools.

Additionally, the City held new cultural celebrations and events, while continuing to promote existing programs and services that are committed to diversity, equity, and inclusion. The City partnered with community-based organizations and universities to increase visibility, bolster messages of inclusivity, and leverage stakeholders to deliver outreach and education to the Irvine community.

**30** services and programs focused on diversity, equity, and inclusion

**28** events including the We Are Irvine campaign; **11 tied to the City's 50th anniversary**

**700** social media posts highlighting We Are Irvine

**12** languages included in campaign collateral

**56** identified community partner organizations

### **CITY SOCIAL MEDIA, HIGHLIGHTING DIVERSITY, EQUITY, AND INCLUSION:**

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**2.5** million total impressions

**1.6** million reach

**61,000** engagements

### **EDUCATIONAL INSTITUTIONS PARTICIPATING IN OUTREACH AND EDUCATION:**

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**Irvine Valley College**

**University of California, Irvine**

**Irvine Unified School District**

# ADDRESSING ISSUES WITHIN THE CONVENTION OF THE ELIMINATION OF ALL FORMS OF DISCRIMINATION AGAINST WOMEN (CEDAW).



Citywide recruitment social media posts in threshold languages to attract diverse and female candidates: **161 posts in multiple languages, including Chinese social media platform LINE.**

Updated Virtual Oral Board Guide: **promotes diversity in the City's workforce by conducting respectful, inclusive, and fair employment practices.**

On March 9, 2021, the City Council approved a resolution providing for the local implementation of the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), an international human rights treaty that provides a universal definition of discrimination against women and brings attention to a range of issues concerning women's human rights.

The resolution reaffirmed the City's commitment to promoting equal access to and equity in employment, economic development, and educational opportunities for women and girls and addressing the continuing and critical problems of violence against women and girls.

As part of its efforts, the City focused on diversity in hiring and increasing outreach to women-owned businesses. Through a variety of efforts, including information sessions and training events, as well as partnerships with business associations, the City met its goal of increasing the number of women-owned businesses notified of bidding opportunities and contracts awarded to women-owned businesses.



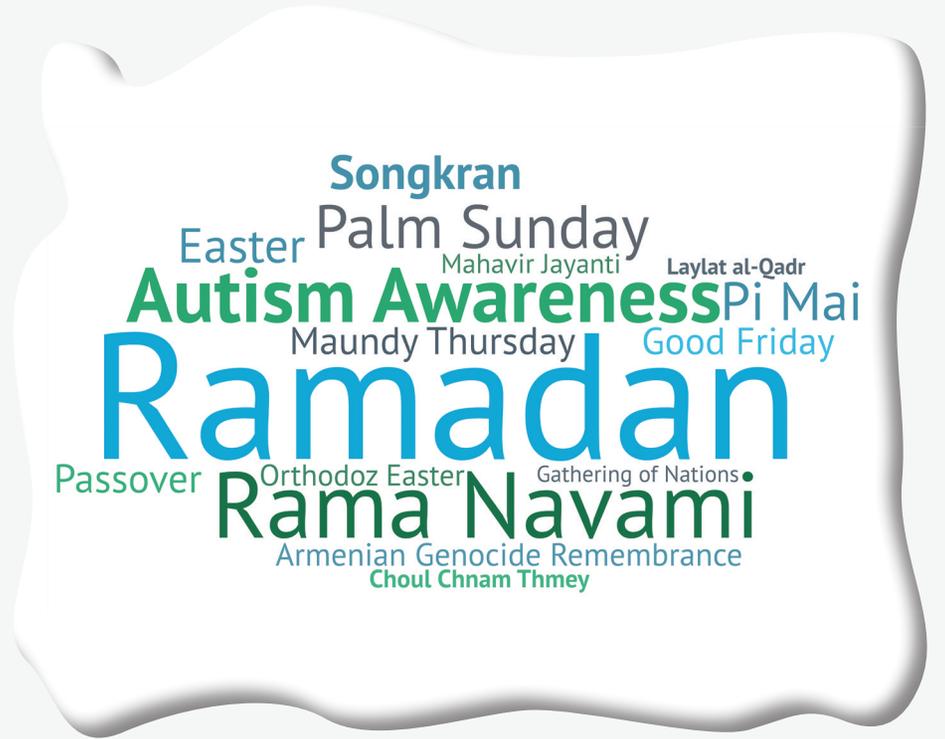
# DEI COMMITTEE PROJECTS

MARCH 2021 – MARCH 2022

# SPOTLIGHT ON DIVERSITY, EQUITY, AND INCLUSION

**The Committee's first campaign, We Are Irvine, embraces and celebrates diversity and fosters an environment that is inclusive of all cultures, races, ethnicities, genders, sexual orientations, ages, abilities, perspectives, and ways of thinking.**

The DEI Spotlight webpage is an arm of this campaign that was launched in November 2021, and is updated regularly to reflect the current and upcoming celebrations and observances of our community members and residents. It serves as a valuable resource for the community to learn about our diverse heritage and find upcoming events within the region.



**68** DEI spotlight webpage celebrations, recognitions, and events

# HATE CRIME REPORTING PORTAL

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**The City reaffirmed its commitment to protecting its residents from hate and discrimination with the launch of a new multilingual hate crime reporting portal through the Irvine Police Department.**

The Irvine Police Department recognizes the importance of protecting our diverse community through the vigorous investigation and documentation of all hate crimes and hate incidents that occur within its jurisdiction.

**Since it was launched in March 2021, more than 14 hate crimes and 77 hate incidents have been reported through the [cityofirvine.org/reporthat](https://www.cityofirvine.org/reporthat) portal.**





# WE ARE IRVINE LECTURE SERIES

In honor of the City's 50th anniversary and as part of the City's Diversity, Equity, and Inclusion initiative, the City of Irvine and South Coast Chinese Cultural Center (SCCCC) collaborated to offer the *We Are Irvine: Living Resource Guide Series for Chinese-Irvine Newcomers*, in Mandarin.

More than 1,000 people participated in the nine-series event that occurred monthly from August to December 2021. The collective efforts of the City and SCCC highlighted lessons learned from Chinese-American immigrants and Irvine residents, and supported new residents by minimizing anxieties due to language barriers, misunderstandings, or other unknowns.

**Topics included: safety and crime prevention, emergency preparedness, information about local government and resources, education, and more.**

***We Are Irvine: Living Resource Guide Series for Chinese-Irvine Newcomers***

**695**  
website views

**468**  
website unique visitors

**47%**  
of traffic was from direct traffic to the website

# TRANSLATION

Translation and interpretation services were identified as a priority by the DEI Committee in early 2021. The translation of materials and collateral, along with live interpretation services in the eight threshold languages of the City – Arabic, Simplified Chinese, Traditional Chinese, Farsi, Japanese, Korean, Spanish, and Vietnamese – quickly became a best practice. City external news communications include “for more information, please call” messaging in these eight languages to direct callers to further assistance.

## Translations provided by community partners or translation agencies

**Abrazar:** Spanish and Vietnamese

**OCAPICA:** Korean, Japanese, Vietnamese, Simplified Chinese, and Traditional Chinese

**Interpreters Unlimited:** 200+ languages

**OMID:** Farsi and Arabic



ocapica



**ABRAZAR**  
Embrace · Educate · Empower



**OMID**  
Multicultural Institute for Development



[CITYOFIRVINE.ORG/DEI](https://CITYOFIRVINE.ORG/DEI)

[DEICOMMITTEE@CITYOFIRVINE.ORG](mailto:DEICOMMITTEE@CITYOFIRVINE.ORG)

**Meeting information: The Diversity, Equity, and Inclusion Committee meets on the fourth Thursday of every month via Zoom. Community members may watch the meeting and submit questions via the Zoom Q&A function.**

