



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Julie Edmonds-Mares
Jennifer A. Maguire

SUBJECT: OFFICE OF IMMIGRANT AFFAIRS **DATE:** May 17, 2016

Approved

D. D. SyL

Date

5/17/16

RECOMMENDATION

Approve the following 2016–2017 Proposed Operating Budget amendments to the General Fund:

1. Eliminate the Office of Immigrant Affairs Reserve in the amount of \$250,000; and
2. Establish a City-wide Expenses budget for the Office of Immigrant Affairs in the amount of \$250,000.

BACKGROUND

In September, the Mayor and City Council adopted a Welcoming San José Resolution that described guiding principles for making San José a more welcoming and inclusive place for all residents. Since then, the Office of Immigrant Affairs (OIA) convened a Welcoming San José Steering Committee charged with developing a three-year immigrant integration plan. The Steering Committee, five subcommittees, and various community groups have provided input on the strategies that will create a more inclusive community in which all immigrants can thrive. The draft of the Welcoming San José Plan (Plan) recommendations will be provided to the Mayor and City Council for input.

ANALYSIS

The three-year Plan is a guide that will create a more informed, diverse, and welcoming experience for immigrants throughout our city; increase opportunities for shared prosperity, increase civic engagement by all community members, and aim at becoming the most successful multi-cultural city in the world. The implementation will require strategic multi-sector collaborations with community-based organizations, community (both receiving and foreign-born), schools, local community colleges and universities, business sector, local governments, and faith-based organizations. It will require partnerships that leverage assets and resources; adjustments to service models that serve and engage the immigrant community to enable greater efficiencies and effectiveness; and investments in language access, civic leadership and engagement, cultural competency and awareness, tools to navigate City services and community

resources, and staffing resources to manage, guide, monitor, and engage with multiple key stakeholders. Funding in 2016–2017 will be used to implement the following priorities:

1.) translation and interpretation services, 2.) customer service training that includes cultural competency, 3.) civic engagement, and 4) staffing or additional resources.

While all the recommendations in the Plan are important, staff believes that the priority areas summarized below will eliminate some significant language and communication barriers for our immigrant community and will expand trust between the community and local government.

1. Translation and Interpretation Services (Target: \$75,000)

The City understands the importance of ensuring equitable access so that all residents, regardless of their proficiency in English, get the services they need or can effectively communicate with staff in their language. As such, the City has drafted a Language Access Policy that seeks to ensure City employees make reasonable efforts to eliminate or reduce Limited English Proficiency (LEP) as a barrier to accessing City programs or services. The intent of the policy is to provide timely language assistance services to ensure that LEP individuals have substantially equal and meaningfully effective access to City programs or services. While the policy will serve as a base standard for City departments, it will require planning, collaboration and investments to review, update, and translate key City documents and provide interpretation services for key City meetings. Investments such as translation, interpretation, technology, materials, signage, and web-based services will be needed. It will also be important for the OIA to outreach to immigrant communities about national, regional, and local programs and initiatives that aim at integrating immigrants more effectively, which will require resources.

2. Customer Service Training that includes Cultural Competency (Target: \$75,000)

Excellent customer service can be achieved with the City workforce demonstrates respect for and understanding of diverse ethnic and cultural groups, their histories, traditions, beliefs, and value system in the provision and delivery of services. A culturally competent public administration plays a critical role in public service delivery as well as continued or increased resident trust and greater civic participation. While the City strives to provide excellent customer service, it is important to include a significant cultural competency component that aims to deliver an excellent customer *experience*. Advancements are already being led by the San José Police Department through the Fair and Impartial Policing Training which underscores the importance of cultural awareness and appreciation so as to accurately interpret other cultures. Resources required to ensure proper implementation and institutionalize efforts are: planning, organizational assessment, and implementation/training.

The City is establishing a customer service policy and guidelines for department and individual responsibilities related to providing excellent customer service. A cultural competency component will complement the City's efforts.

May 17, 2016

Subject: Office of Immigrant Affairs

Page 3

3. Civic Engagement (Target: \$50,000)

Increasing opportunities for immigrant communities to be engaged as active civic participants is an important integration component. It is an inclusive practice that informs the community about local government processes, its role, and services, and includes immigrants in solution-finding efforts and policy formation. Through partnerships with community organizations and neighborhood groups, the City could develop a civic leadership academy that will engage immigrants and equip them to share information with their community- creating better understanding, navigation, and utilization of City resources. It also creates a leadership pathway for potential service on boards and commissions.

4. Staffing or Additional Resources (Target: \$50,000)

The Office of Immigrant Affairs currently has limited staffing capacity to properly lead the implementation of the new Welcoming San José Plan. The role of the OIA is to: convene, educate, advocate, ensure intradepartmental coordination, initiate multi-jurisdictional collaboration, leverage resources, create policies and practices that are welcoming to immigrant communities, and act as a bridge between the immigrant community and City to ensure positive experiences. In addition over the past year, there has been an increasing demand from the City Manager's Office staff to represent the City on immigrant-related matters. The Administration plans to use a portion of the \$250,000 in 2016-2017 for resource support, in the form of interns or temporary part-time staffing, to help advance the work of the Plan.

Funding for the subsequent years is currently not budgeted and will be evaluated in future Proposed Operating budgets.

/s/

JULIE EDMONDS-MARES
Deputy City Manager



JENNIFER A. MAGUIRE
Senior Deputy City Manager/
Budget Director

For questions, please contact Zulma Maciel, Assistant to the City Manager, at 408-535-8146.