

Racial Equity Commission

Commission Meeting: March 18, 2026 10:00 AM

Virtual | In-Person Viewing Room Available at |

1400 10th Street, Room 103, Sacramento, CA
95814



Call to Order & Opening Remarks

Commissioner Traco Matthews
Chair

March 18, 2026, Commission Meeting

Disclaimer

The information and opinions expressed by presenters or public commenters before the Commission reflect the views of the speaker. They do not necessarily represent the views of the Commission or the Office of Land Use and Climate Innovation.

Land Acknowledgement

Commissioner Traco Matthews
Chair

March 18, 2026, Commission Meeting

Community Acknowledgement

Commissioner Traco Matthews
Chair

March 18, 2026, Commission Meeting

Review of the Agenda

Commissioner Traco Matthews
Chair

March 18, 2026, Commission Meeting

Public Meeting Agenda

- Welcome & Call to Order
- Public Comment on matters not on the agenda
- Consent Agenda – October 14, 2025 and December 17, 2025 Meeting Minutes, Bylaws, and Committee Appointments
- Budget Equity Committee Report
- Memo on an Office of Racial Equity – DISCUSSION
- Break
- Chairman's Report
- Community Engagement Update – DISCUSSION and Community Engagement Outreach Proposed Strategy
- Next Steps for Staff Action
- Adjournment

Remarks from Distinguished Guests

Commissioner Traco Matthews
Chair

March 18, 2026 Commission Meeting

Establishment of Quorum & Public Comment Process

Jessica Gadow

Program Analyst

Office of Land Use and Climate Innovation

March 18, 2026, Commission Meeting

Public Comment

In Person

- Complete and submit public comment card
- Separate public comment cards for each agenda item
- Listen for your name and line up by the podium
- Staff will call your name to the podium
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Public Comment on matters not on the agenda

Jessica Gadow

Program Analyst

Office of Land Use and Climate Innovation

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Consent Agenda – October 14, 2025 Meeting Minutes, December 17, 2025 Meeting Minutes, Bylaws Updates and Committee Appointments

Commissioner Traco Matthews
Chair

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Budget Equity Committee Report

Commissioner Gabriel Maldonado
Budget Equity Committee Lead

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Memo on an Office of Racial Equity – DISCUSSION

Manpreet Dhillon Brar
Vital Research

March 18, 2026, Commission Meeting

Update on Office of Racial Equity Brief

- Produced per the request of the Racial Equity Commission as a resource for the Commission as they consider sustaining the work of the Commission beyond 2030.
- Vital Research conducted a grey literature search and met with several key individuals and organizations to inform the development of the brief.
- The draft brief covers the following:
 - Potential roles of an Office of Racial Equity
 - Ways to establish an office & funding considerations
 - Benefits & challenges of an Office of Racial Equity in California
 - The role of shared governance between government entities to share equity work
 - Next steps

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Chairman's Report

Commissioner Traco Matthews
Chair

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Program Updates

Welcome Newly Appointed Commissioner Amy Tong



Program Updates

Welcome **Program Manager Adrianna Brooks** to the team as she is leading the planning and execution of programming in alignment with the framework



Program Updates

**Farwell to
Executive Director,
Dr. Larissa Estes**



Placeholder 2

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Community Engagement Update – DISCUSSION

Dylyn Turner-Keener
Racial Equity Commission

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Community Collaborative Conference Goals

- Facilitate meaningful networking between community members, changemakers, advocates, and local government stakeholders that support serving a California for All
- Create opportunities for resource sharing and collective problem-solving across regions in support of the Racial Equity Framework
- Cultivate a collaborative space that encourages connection, partnership, and coordinated action as a form of community engagement

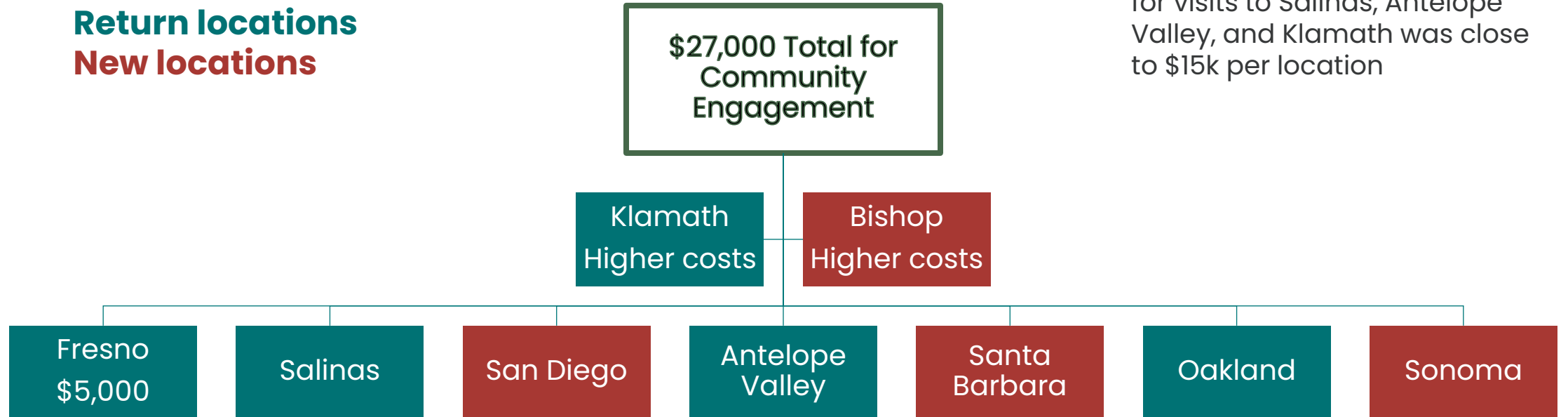
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Goal Setting

- What additional goals should be considered for the community conference?
- Are there any goals that should be adjusted or refined?
- Do these goals align with the vision for the conference?

Community Engagement Budget

*Previous engagement costs for visits to Salinas, Antelope Valley, and Klamath was close to \$15k per location



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Community Engagement Outreach Proposed Strategy

Domonique Dunnick
Global Urban Strategies

March 18, 2026, Commission Meeting

March 2026

2026 COMMUNITY OUTREACH STRATEGY

Presented by: Global Urban Strategies, Inc.

STATE OF CALIFORNIA

**RACIAL EQUITY
COMMISSION**





Agenda

01

Purpose

02

Communities of Focus

03

Core Engagement Strategy (multimodal & partner-based)

04

Engagement Lifecycle & Implementation Tools

05

Regional/Local Approach (10 locations)

06

Timeline & Evaluation

07

Discussion & Decisions



Purpose & Deliverable



What the strategy delivers

- Two-way engagement approach
- Data-driven community briefs that guide prioritization and local tailoring.
- Outlines staff engagement before, during, and after each visit.
- Multimodal outreach mix



How success is defined*

- Higher and more representative participation
- Stronger relationships with trusted partners and local governments
- Improved reach among LEP, rural, and digitally excluded residents
- Visible follow-through, “You said / We heard / We are doing”

**Compared to current baseline data*




Non-Traditional Approach

This approach emphasizes relationship-based, grassroots engagement that meets communities where they are, and uses data to focus effort where barriers and inequities are greatest.



Data Briefs: Turning Local Conditions into Action

 **Local data inputs**


- Demographic
- Linguistic
- Geographic
- Service access
- Broadband
- Disability
- Environmental stressors



 **Community brief outputs**

- Priority audiences & barriers
- Trusted partners & venues
- Best-fit channels & supports
- Timing risks



 **Staff action**

- Plan
- Target
- Engage

What the briefs enable

- Regional prioritization
- Right-size supports (language, ADA, childcare, transit)
- Local trust mapping
- Faster execution (staff don't start from scratch in each location)

How this prevents common failures

- Avoids “one-size-fits-all” outreach
- Reduces over-reliance on digital-only channels
- Improves turnout by matching timing to local calendars
- Builds follow-through into the plan (recaps & partner debriefs)



 **Priority populations are selected to address compounded inequities and access barriers.**

American Indian / Alaska Native (Tribal Nations)

Newcomers (immigrants, refugees, asylum seekers)

Asian American

People with LEP threshold languages

Black & African American

Older adults

Hispanic / Latino

People with disabilities

Pacific Islander

Communities with little to no economic resources (including frontier, rural, urban, etc.)

LGBTQIA+



Guiding Principle

Use segmentation as a flexible planning tool instead of a rigid label. Engagement remains rooted in community self-identification, lived experience, and emerging data.



Core Engagement Strategy (Statewide Standard)

Multimodal Pathways



- Digital, low-tech, in-person
- Landing pages & phone lines
- Print distribution

Co-implementation



- Local governments & agencies
- Libraries, schools, and clinics

Language & Accessibility



- Language interpretation/translation
- Low-literacy, visual-forward formats

Trusted Messengers



- CBOs, Tribal entities, faith & youth networks
- Toolkits
- Stipends

Participation Supports



- Childcare, food, transit support
- Flexible meeting options
- Hybrid options

Unified Message Framework



- Clear purpose → actionable invite
- Call to action
- Follow-up and report-back



Engagement Lifecycle (Before → During → After)

A repeatable lifecycle increases quality and follow-through across every visit.



BEFORE (3–6 weeks)

- Confirm trusted messengers & partners
- Localize invitations, talking points, logistics
- Distribute multilingual toolkits
- Layer reminders in final week
- Staff visit several days prior



DURING (visit)

- Listening-first environment
- Interpretation & Accessibility Compliance
- Small groups
- Multiple input modes (e.g., spoken, paper, text)
- Pace discussions



AFTER (24–72 hours)

- Multilingual recap (“You said / We heard...”)
- Distribute via the same recruitment channels
- Partner debrief & gap review
- Update tools for next location



Implementation Tools (Standardized, Locally Adaptable)

Trusted Messenger Toolkit

- Scripts & FAQs
- SMS/email templates
- Flyers

Language & Accessibility Checklist

- Threshold language plan
- ADA readiness
- ASL/CART request workflow

Neighborhood Targeting Template

- Demographics & LEP
- Broadband & disability
- Environmental stressors

Roles & Workflow by Phase

- Before/During/After responsibilities
- Partner touchpoints
- Contingency triggers

Recap & Report-back Template

- “You said / We heard / We are doing”
- Multilingual short format
- Partner distribution plan

Event Readiness Checklist

- Safety & de-escalation
- Sign-in options (paper/SMS)
- Support services coordination

Tools create consistency across regions while leaving room for local partners to shape implementation.



Local strategies follow the same statewide standard but are tailored to local communication ecosystems and barriers.

 **Engagement sites**





What Local Tailoring Looks Like

Low-Density Regional Engagement



City of Bishop

- Plan for regional travel patterns
- Hub-based outreach
- Tribal networks
- Low-broadband context requires non-digital options



Antelope Valley

- Urban centers surrounded by dispersed communities
- Long commute patterns
- Location must account for car dependence



Klamath

- Tribal-centered engagement
- Small-scale, relationship-based formats
- Low-tech, channels (e.g., word of mouth)
- Accessibility and aging considerations

Key Idea: The statewide standard stays constant; the “last mile” changes by community.



Agricultural and Rural Areas



City of Salinas

- Majority-Latino, farmworker-centered city with high LEP
- Indigenous-language engagement
- Faith institutions
- Place-based outreach



Madera County

- Spanish, Hmong, Chinese, and Indigenous-language households
- Consider farmworker schedules
- Print-first communication at routine gathering points
- Phone, SMS, and paper options



Sonoma County

- Mixed urban–rural geography
- Low-tech, high-circulation formats, including bilingual flyers, SMS lines, and QR codes
- Indigenous-language outreach

Key Idea: Engagement must align with everyday systems (e.g., work, school, food, and faith) rather than formal civic channels.



Large, Diverse Urban Systems



City of Oakland

- Neighborhood-specific outreach
- Multilingual engagement (Spanish, Cantonese, Mandarin, Vietnamese; Mam via oral formats)
- Transit-oriented placement (e.g, BART, AC Transit)



Fresno County

- Hyperlocal outreach
- Print-first in agricultural towns
- Language-specific intermediaries



City of San Diego

- Use neighborhood-based systems
- Ethnic-language channels and newcomer-serving orgs
- Black-serving orgs & church touchpoints
- LGBTQIA+ distribution via CBO's

Key Idea: In large, diverse urban systems, engagement succeeds when outreach is layered, multilingual, and anchored in neighborhood trust.



Agricultural North County and Coastal South



Santa Barbara County (North)

- Farmworker/family-centered outreach
- Spanish and Indigenous-language access
- In-person distribution due to bandwidth and work schedules



Santa Barbara County (South)

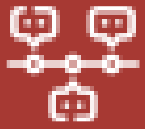
- Student and service-sector populations
- Neighborhood associations/city communication systems
- Low-tech options for workers and older adults
- Scheduling shaped by academia and tourism



Santa Barbara County
(Countywide)

- Two parallel outreach models
- Language access/mobility shape participation
- Messaging, timing, and partners differ by sub-region

Key Idea: Santa Barbara County requires distinct engagement approaches across North County and the South Coast, supported by countywide coordination.



Phase 1 Mobilization

Months 1–2

- Build partner coalitions and confirm site plans
- Train ambassadors / trusted messengers
- Co-create messages and distribute outreach kits
- MOUs outlining expectations



Phase 2 Public release

Months 2–3

- Launch on LCI/REC web, email, SMS channels
- Deploy print & partner toolkits in trusted spaces
- Begin layered reminders for each visit cycle



Phase 3 Evaluation

Ongoing

- Monitor reach, participation & qualitative feedback
- Adjust tactics and reallocate effort as needed
- Apply lessons learned across remaining locations



Evaluation is designed for real-time learning and continuous improvement across the 2026 visit schedule.

Reach & visibility



- Web traffic & landing page conversion
- Social impressions & engagement by language
- Flyer distribution coverage (partners & nodes)
- Email/SMS open and response rates

Participation & equity



- Attendance
- Participation by audience segment
- Use of supports (childcare, translation, transit)
- Barriers reported (timing, access, trust)

Trust & follow-through



- Post-visit survey feedback
- Partner check-ins (qualitative signals)
- Timeliness of recap & report-back
- Action tracking (“We are doing” items)

Discussion & Q&A



- Should engagement emphasize broader reach or deeper participation, and how should that preference guide decisions in rural and frontier communities?
- Are there elements of the strategy that should be refined to better align with how the Commission operates, makes decisions, or engages communities?
- Are there indicators of success that are more important to the Commission than those outlined here?
- Are there trauma-informed or safety considerations, particularly for historically harmed communities, that the Commission wants more explicitly emphasized in this strategy?

A close-up photograph of two hands shaking. The hand on the left is light-skinned, and the hand on the right is dark-skinned. They are both clenched in a firm grip, symbolizing agreement or partnership. The background is a solid dark red color with white geometric shapes.

THANK YOU!

We appreciate
your attention.

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Next Steps for Staff Action

Commissioner Traco Matthews

Chair

March 18, 2026, Commission Meeting

Adjournment

Commissioner Traco Matthews
Chair

Next Racial Equity Commission Meeting



Commission Meeting

July TBD, 2026 | TBD

Website: racialequity.lci.ca.gov

Email:

RacialEquityCommission@lci.ca.gov

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Thank you!

