

COUNTY OF SAN MATEO



Immigrant Integration & Inclusion Strategic Plan Steering Committee

March 3, 2021



Agenda

- Welcome & Introductions
- Gateways for Growth Overview
- Welcoming Strategic Plans
- Steering Committee Overview & Structure
- Community Engagement Categories
- Challenges
- Vision Exercise & Next Steps

Ice Breaker

Go to www.menti.com and use the code 80 37 21

What words come to mind when you think of Immigrant Integration?

Mentimeter



Press ⌘ to hide image

Voting is closed



Gateways for Growth

The Gateways for Growth Challenge (G4G) is a competitive opportunity for localities to receive research support and technical assistance from New American Economy and Welcoming America to improve immigrant inclusion in their communities.



Welcoming America & The Welcoming Network



WELCOMING AMERICA

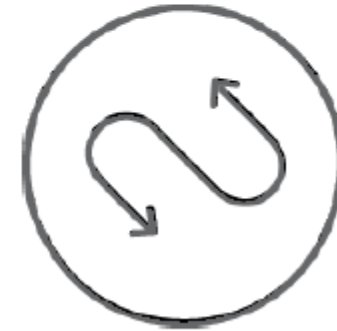
CONNECT



BUILD



CHANGE



New American Economy



New American Economy

500 Republican, Independent, and Democratic mayors and CEOs in all 50 states agree:

Immigration is critical to America's economic success.

**ECONOMIC
IMPACT
STUDIES**



**AGRICULTURE,
BUSINESS, & TECH
ADVOCACY**



**LOCAL
IMMIGRATION
ACTION PLANS**



Gateways for Growth 2020-2021 Cohort

19 localities across 10 states

Cleveland, OH

Los Angeles, CA

Saint Paul, MN

Columbus, OH

Mercer County, NJ

 **San Mateo County, CA**

Contra Costa County, CA

Miami-Dade County, FL

Southwest Kansas

Dayton, OH

Minneapolis, MN

Spokane, WA

Erie, PA

Ottawa County, MI

Washtenaw County, MI

Gainesville, FL

Passaic County, NJ

Lancaster County, NE

Reno/Washoe County, NV

Gateways for Growth

- Award 1: Technical Assistance
- Purpose: Immigrant Integration Strategic Plan
- Timeline: January 2021-December 2021

- Award 2: Tailored Research
- Purpose: Research Report
- Timeline: Release in September, 2021

Gateways for Growth

Strategic Welcoming Plans



What to Expect

Monthly G4G TA Call

Opportunities for:

- Guidance
- Troubleshooting
- Best Practices

Virtual TA Visit

Entitled to one virtual TA visit from NAE and Welcoming America

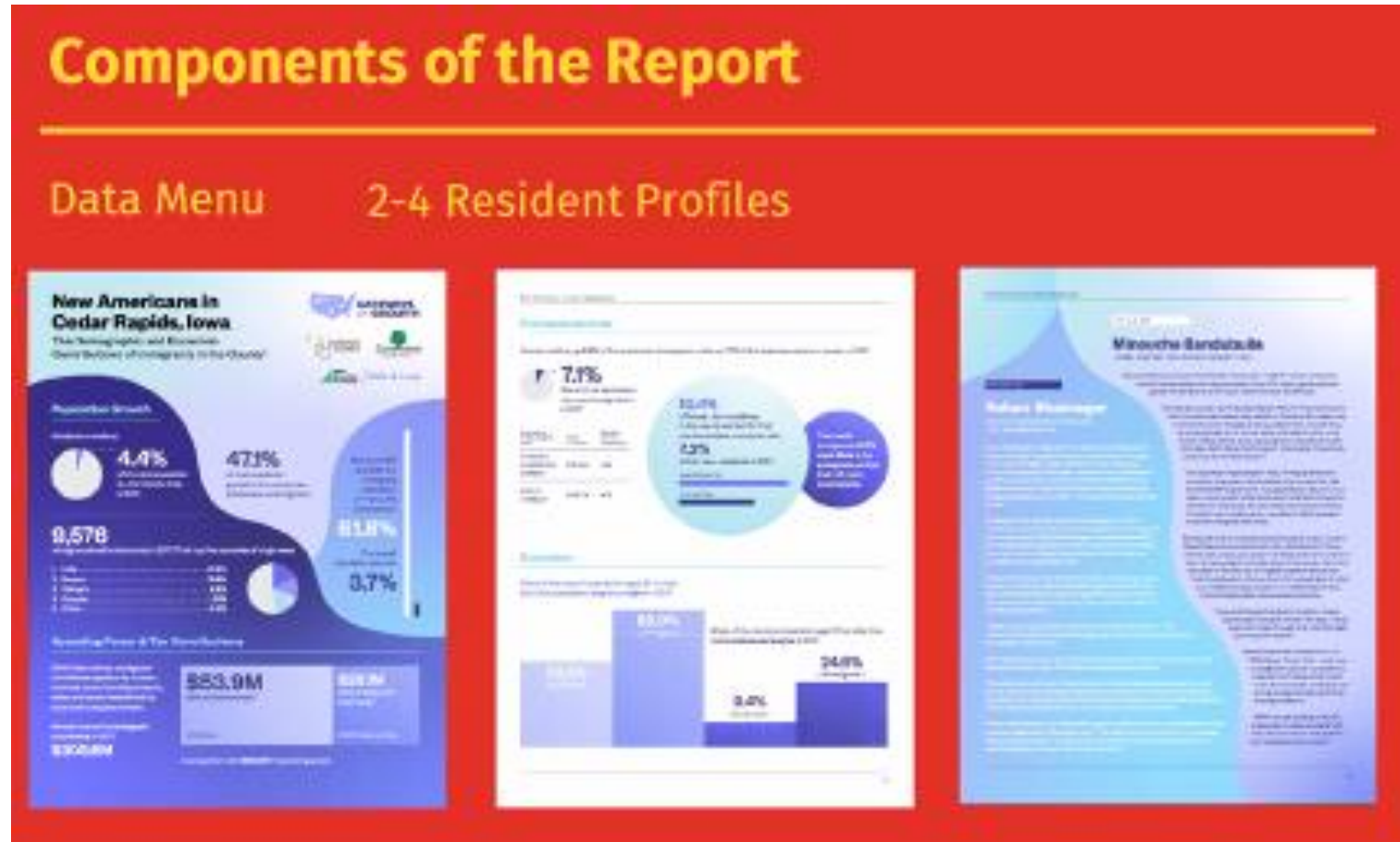
3-4 Peer Group Calls

Peer-to-peer learning opportunities

Public Launch of Strategic Welcoming Plan

Gateways for Growth

- NAE will provide customized quantitative research specific to SMC.
- Data points will include demographics of immigrant population, economic indicators, labor market, education, entrepreneurship, housing, naturalization, refugees, and more.



Immigrant Integration & Welcoming Plans

- Most strategic welcoming plans follow a similar path:
 - Partner collaboration
 - Needs assessment
 - Community engagement and Input
 - Compiling feedback, input, and data into a strategic plan
- The plans developed are working documents meant to be changed and adapted over time
- Community collaboration is crucial to the implementation of the plan

Portland, Maine's Welcoming Plan

Plan's Structure

The format of all Outcome Areas is as follows:

Outcome Area
Main pillar with a detailed definition

Strategies
Overarching goals under each outcome area that are to remain intact over time (the what).





Long term expected outcome
What is the result we hope to achieve in 3 years

Short term expected outcome
What is the result we hope to achieve in 1-2 years (depending on the Strategy and its Actions)

Actions
Concrete steps to achieve the strategies above (the how)

Indicators of Success
Performance metrics for OEO and other leads to track progress of each action. OEO advocates that these indicators of success remain internal to the City of Portland as they are programmatic measures.

The following Outcome Areas are represented by these colors:

-  **1. Economic Inclusion and Development**
-  **2. Civic Inclusion**
-  **3. Cultural and Social Inclusion**
-  **4. Welcome-ability**

OUTCOME AREAS

2. Civic Inclusion



Civic inclusion draws on a resident's ability to feel belonging and a sense of community. Civic engagement opportunities ensure that residents, including newcomers, fully participate in civic life by increasing access to leadership and democratic spaces. These opportunities, such as volunteering and participation in civic engagement, must be present for all, including new and underrepresented communities.

STRATEGY 1

Improve the civic engagement of people of color, including immigrants and refugees.

Short term expected result: 30% or more of those participants surveyed in OEO led initiatives, report higher civic engagement as a result of the interventions below.

Long term expected result: One year after implementation of OEO programs, COM Civic Engagement results improve by 5%.

Action: Support the inclusion of more racially & ethnically diverse individuals in leadership positions (boards, commissions) by adapting & implementing a leadership program such as a Natural Helpers' Program and/or Nashville's My City Academy.

Indicator of Success: Leadership program is launched by February 2020 with embedded measurable outcomes.

Entity Tracking the Work: City of Portland's Office of Economic Opportunity

Action: Host Naturalization ceremonies at City Hall to celebrate our sense of community and foster an inclusive environment where we all have a strong sense of belonging.

Indicator of Success: Beginning January 2019, three or more annual Naturalization ceremonies are hosted by the City of Portland.

Entity Tracking the Work: City of Portland's Office of Economic Opportunity

Action: Promote Naturalization efforts across the city of Portland.

Indicators of Success: By June 2020, a quarterly Naturalization Workshop is implemented with embedded measurable outcomes.

Entity Tracking the Work: City of Portland's Office of Economic Opportunity

Action: Develop or expand a series of educational workshops and training sessions for immigrants and other populations focused on business permits, tenant rights or other local learning opportunities.

Indicator of Success: By December 2020, two or more educational workshops are implemented, 75% or more of participants indicate they are more informed about specific topics as a result of the workshop.

Entity Tracking the Work: City of Portland's Office of Economic Opportunity.

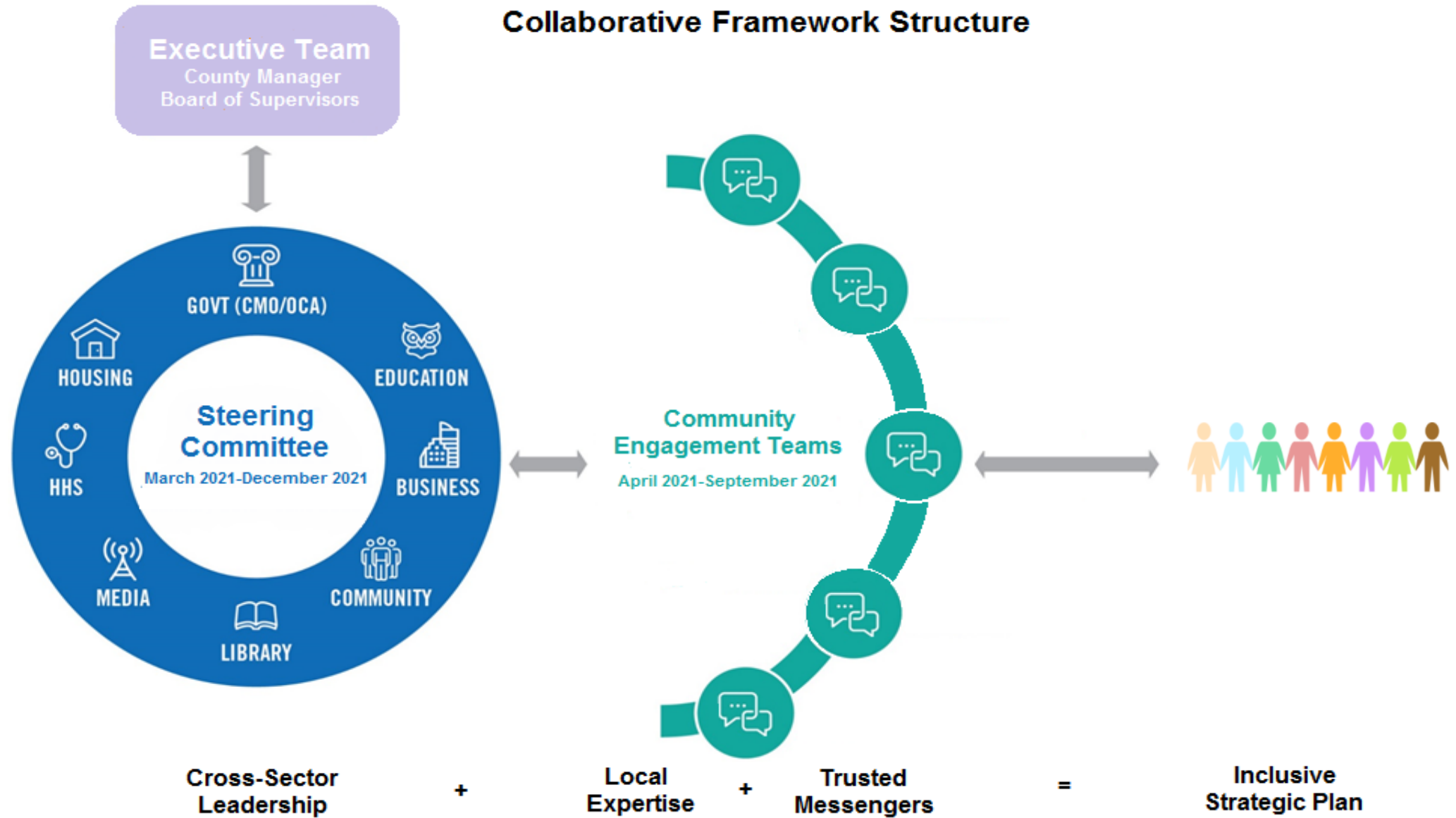
Aurora, Colorado's Immigrant Integration Plan

- 5 Ensure city services are accessible to speakers of other languages:** The city will continue to develop and implement its Language Access Plan, so that city staff can interact with and deliver city services to all residents of Aurora, no matter what language they speak.
- 6 Work with the Police and Fire departments to strengthen public safety:** OIIA will continue to work with Aurora Police Department to help build and maintain trust between Aurora's police and the international community. OIIA, working with the Police Department, will relaunch the highly regarded International Teen Police Academy. Similarly, OIIA will work with Aurora Fire Rescue to launch an International Teen Fire Academy. OIIA will assist the departments in crime prevention and fire safety programs targeted to the international community, and in recruiting members of the international community for careers in Fire and Police Department.
- 7 Promote refugee and immigrant leadership:** OIIA, through its partner organizations, will continue training immigrants and refugees through its highly regarded Natural Helpers program. Youth leadership will be promoted through the Youth Natural Leaders program. The city will also work with the Family Leadership Training Institute to train immigrant and refugee leaders. A new Cultural Orientation Program will include a toolkit to help newcomers on their path to integration into the community.
- 8 Promote preventive health care and healthy lifestyles:** The city, with healthcare partners, will continue to provide health-related education to Aurora's immigrant and refugee communities. Surveys and focus groups also identified a need for mental health services, especially for refugee communities, and the city will support mental health programs for immigrants and refugees.

Steering Committee

- Goal: To create a 3-5 year Immigrant Integration and Inclusion Strategic Plan
- Focus: Immigrant community and native-born community
- Committee's Role:
 - Guidance and input for overarching goals, strategies, and actions
 - Support for community engagement efforts
 - Coordination among County departments and organizations in implementation

Collaborative Framework Structure



Strategic Planning Timeline

March:

- Launch steering committee
- Confirm categories and community engagement teams

April-September:

- Needs assessment
- Gather community input and info that will inform strategy
- Community engagement teams conduct surveys, focus groups, community meetings...

September-November:

- Launch research at Immigrant Integration Summit
- Compile data and analyze information – create draft of Strategic Plan

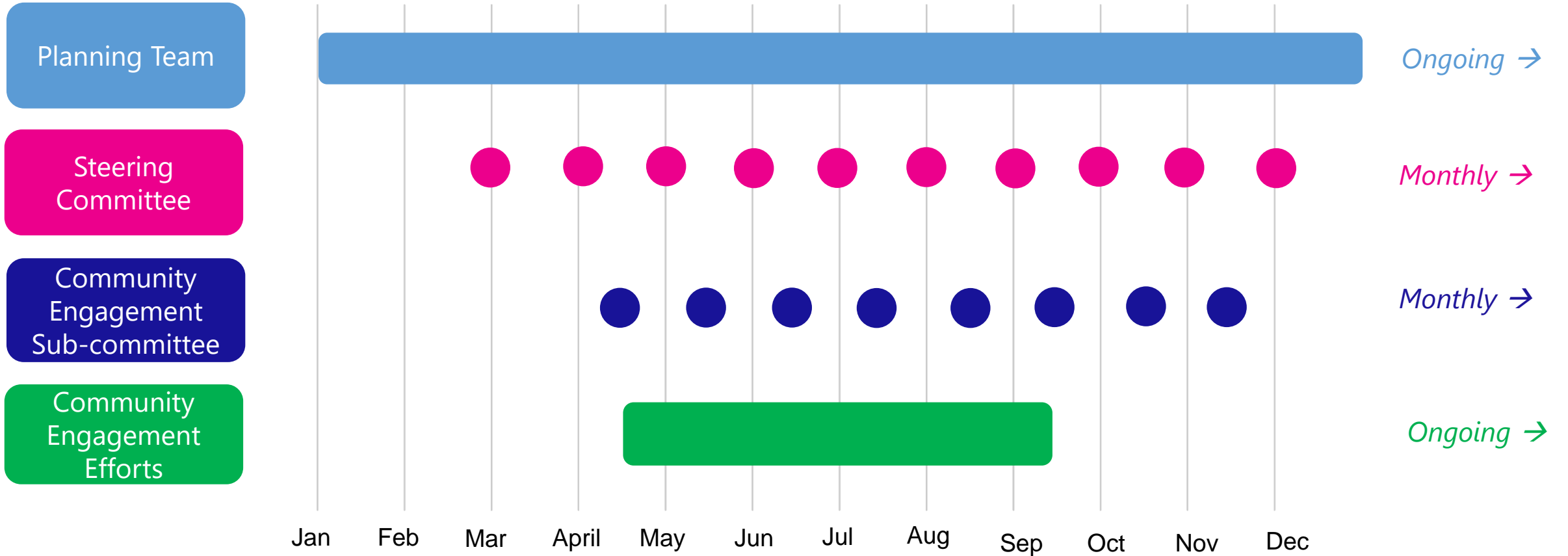
November-December:

- Gather feedback from executive team, steering committee, community engagement teams
- Write the final Strategic Plan

December:

- Present to SMC Board of Supervisors and Launch Plan!
- Community collaboration to begin implementation of plan
- Immigrant Services to facilitate and assist in implementation throughout County

Timeframe for this work



Proposed Community Engagement Categories

- Community Connectedness & Engagement
- Economic Development
- Education Opportunities & Outcomes
- Equitable Access to Services
- Safe Communities

Proposed Community Engagement Partners

- Faith-based Entities
- Cultural Organizations
- School Organizations and PTA's
- Service Providers

New Challenges to this Work

- Still working through the pandemic, people focused on surviving
- Competing priorities: COVID-19 vaccine education, pandemic recovery efforts, redistricting, etc.
- Virtual setting environment vs in-person focus groups & community meetings – digital divides

Additional Challenges

- Are there other challenges you foresee in this work?
- What are some ideas and strategies to work through these challenges?

Vision Exercise

Go to www.menti.com and use the code 93 07 23 6

Imagine it's January 1, 2025. What are some of the ways this Immigrant Integration Strategic Plan has positively impacted our immigrant communities?

 Mentimeter



Press S to hide image



Next Steps

- Confirm what Community Engagement Category(s) your organization would like to participate in/co-chair
- Provide organizations and contact info for community engagement partners – who's missing?



Thank You!

