



City of Arts & Innovation

City Council Memorandum

TO: HUMAN RELATIONS COMMISSION DATE: NOVEMBER 20th, 2020

FROM: HRC AD HOC COMMITTEE WARDS: ALL

SUBJECT: COMMISSION ACTION ON BETTER FULFILLING IT'S DUTIES AS HUMAN RELATIONS COMMISSONERS.

ISSUE:

The Human Relations Commission ad hoc committee recommends increasing awareness, engagement, and understanding of the Commission to better serve their constituents

RECOMMENDATIONS:

- 1 Increase Awareness
 - Public Relations campaign: let people know we're here and what we can do
 - Riverside Public Utilities bills
 - City electronic billboards
 - Parks and Rec magazine
 - Press Enterprise: regular or one time
 - Human Relations on Riverside TV
 - Meet in community centers around the city
 - HRC newsletter on HRC website
 - Someone's story of how the HRC helped them
- 2 Increase Engagement
 - Outreach to Riverside Neighborhood Partnership (RNP)
 - Meet with different neighborhoods organizations
 - Connect with Yvette Sennewald at the City
 - Attend an RNP meeting
 - Develop a Complaint Resolution Process/Procedures
 - Create an anonymous form on the city website
 - Have a phone number that takes voicemails
 - Determine who owns and can manage hrc@riversideca.gov
 - Meet with the Riverside Chambers of Commerce to discuss equity/diversity/inclusion
- 3 Increase Understanding
 - Get data on possible issue areas including:
 - Police
 - Homelessness
 - Food and housing insecurity
 - Schools
 - Work with Councilmembers of each ward to learn what is going on / issues

BACKGROUND:

On September 22nd, 2020, the Human Relations Commission received a presentation from Mrs. Chani Beeman and Human Relations Commissioner Ashton Davis on how the Commission operated in the early 2000's. The commission formed an ad hoc committee comprised by Commissioners Monrow Mabon, Janice Rooths, Ashton Davis, and Jeff Wright to discuss how the commission can more effectively fulfill their roles as Human Relations Commissioners. On October 4th, 2020, the ad hoc committee to discuss how they can increase awareness, engagement, and understanding of the commission to encourage constituent engagement.

DISCUSSION:

The commissioner's decided that there is not enough awareness amongst the city's constituents. The ad hoc committee recommends that staff look into advertising the Human relations commission on RPU bills, billboards, Parks and Recreation magazine, Riverside TV, Newsletters and the Press Enterprise. The ad hoc committee would also like to strengthen relationships with new and existing partnerships like neighborhood partnerships, NAACP, the Chamber of Commerce, and city staff. Lastly it is crucial that the Commission increases the public's understanding of police, homelessness, schools, and food and housing insecurity using metrics.

FISCAL IMPACT:

There is no fiscal impact associated with this item.

Prepared by: Xavier Sanchez, Assistant to the Mayor, Office of the Mayor

Attachments: