



LOCAL AND REGIONAL
GOVERNMENT ALLIANCE ON
RACE & EQUITY



**race
forward**

Advancing Racial Equity in the DMV Region: Organize as Policymakers

Elected Officials Learning Series
July 22, 2022

Welcome



LOCAL AND REGIONAL
GOVERNMENT ALLIANCE ON
RACE & EQUITY

**race
forward**

Introducing the GARE Team



Tony Pattillo

GARE Affiliate ³

Co-Lead Trainer



**Jordan
Bingham**

GARE Affiliate

Co-Lead Trainer



Karen Shaban

GARE Affiliate

Project Manager



LOCAL AND REGIONAL
GOVERNMENT ALLIANCE ON
RACE & EQUITY



Our Learning Environment

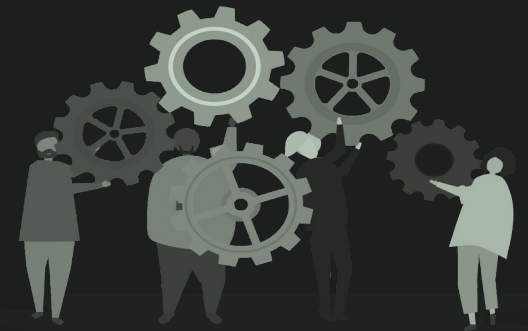
- Take space, make space
- What is said here, stays here
- What is learned here, leaves here
- Brave space
- Offer what you can, ask for what you need
- One mic, one speaker
- Accept and expect lack of closure
- Use “I” statements



Today's objectives

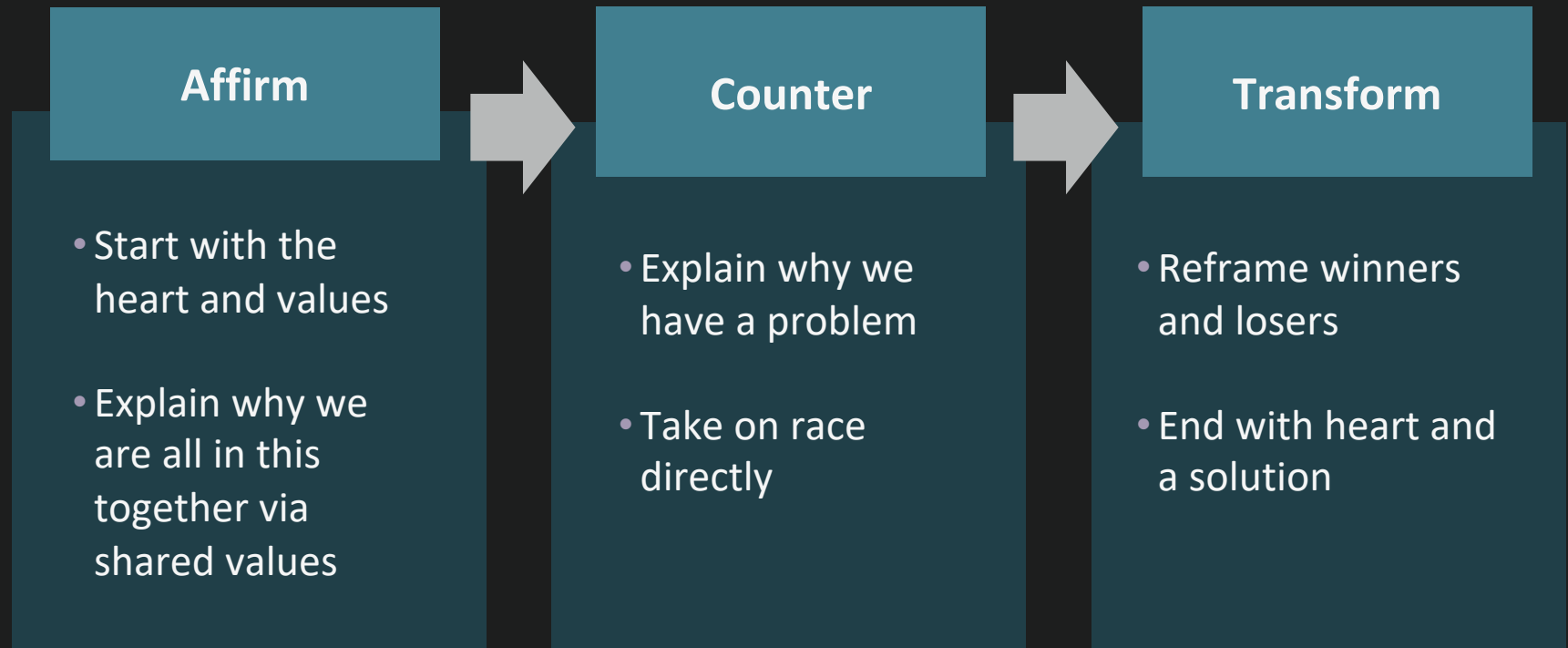
Organize as policymakers for Racial Equity

- Build off of the content and homework from our last session
- Build on the strengths in your community
- Strengthen inclusive governmental structures



Communicating about race

It's more than just talk – ACT



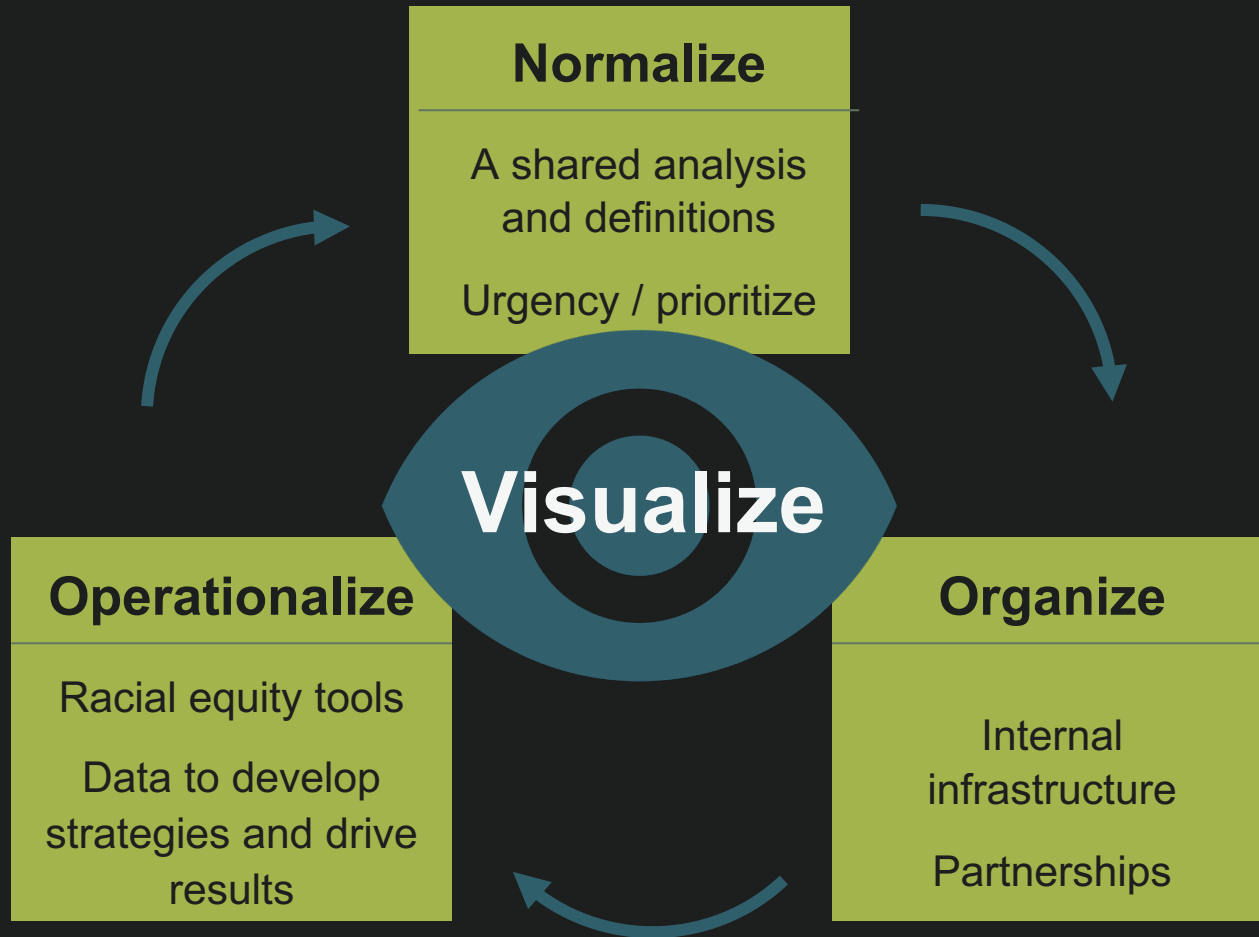
A graphic for a breakout session. It features a teal background with a black silhouette of a stage rig at the top. Six spotlights are mounted on the rig, casting beams of light down to a central circular area. Inside this circle, the words "Breakout" and "session" are written in white. "Breakout" is in a bold, sans-serif font, and "session" is in a cursive script. Below the stage rig, a black silhouette of a crowd with many hands raised is visible.

Breakout session

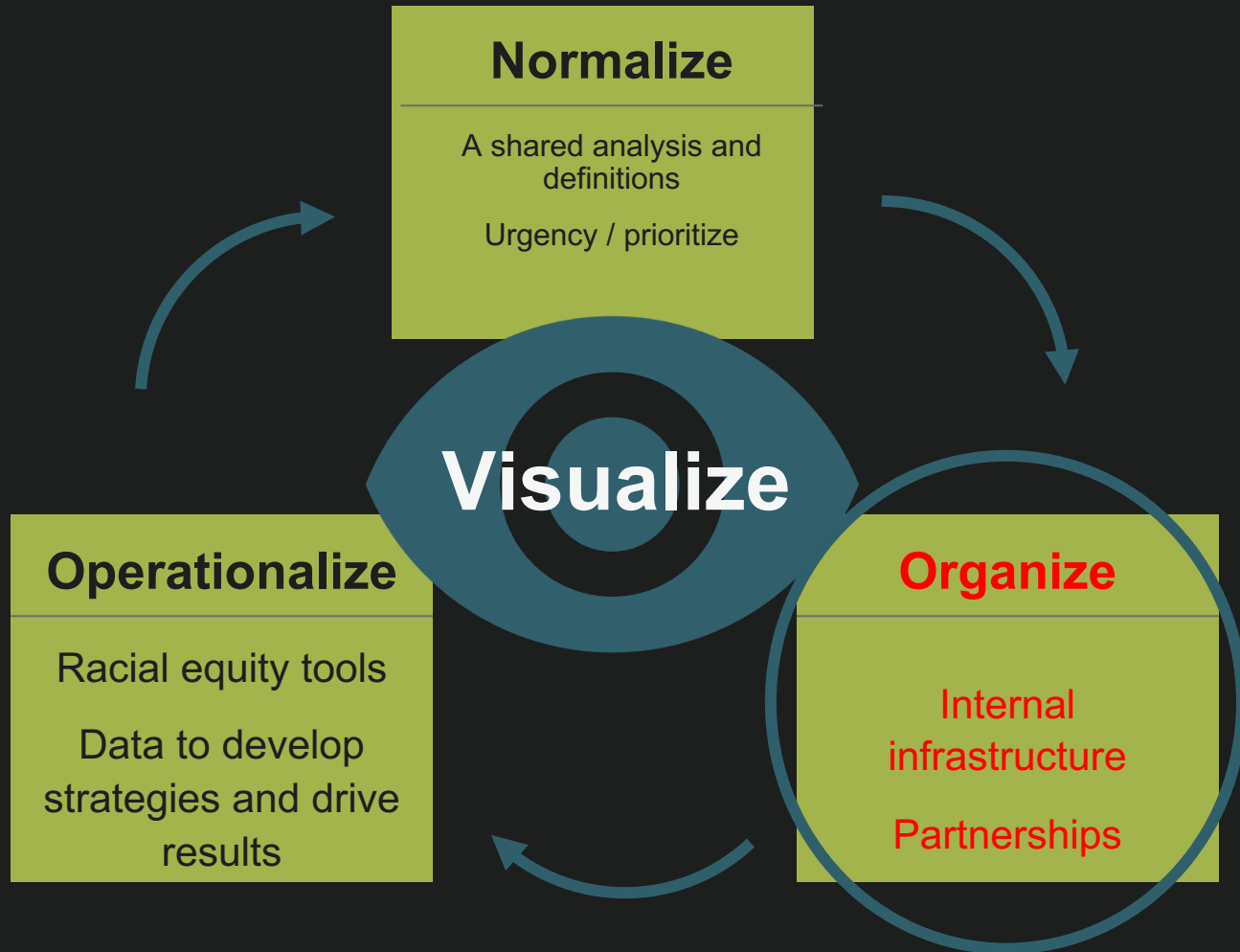
Warm-up


- Think about a challenge in your community. Develop a message you could use in your next media interview or at a community meeting utilizing the A-C-T model
OR
- Practice sharing your personal narrative

GARE Practice



Today: Organizing





Internal Infrastructure

How elected officials can support
inside-outside organizing



LOCAL AND REGIONAL
GOVERNMENT ALLIANCE ON
RACE & EQUITY

**race
forward**

How people respond to change



- Don't give resistors too much attention.
- Understand that what is sometimes perceived as resistance is actually reasonable questions.

Focus on "persuadables"

From [Creating Contagious Commitment](#) by Andrea Shapiro

Building infrastructure to create change

- Change happens when people recognize both why the change is needed and the potential of the proposed solution
- System change requires
 - Powerful advocates for change
 - Interaction – advocates with apathetics and incubators
 - Environment that supports change
- What is infrastructure?
 - Designated form and function across the depth and breadth of the organization
 - Coordinated and interdepartmental



Countywide Operational Structure for One Fairfax Policy Implementation

<h2>Central Leadership</h2>	<h2>Core Implementation Supports</h2>	<h2>Equitable Policy & Practice Integration</h2>
<ul style="list-style-type: none"> • Chief Equity Officer and Team • Chief Equity Officer (1) • Policy Directors (2) • Project Managers (3) • Administrative Assistant (1) • Core Team <ul style="list-style-type: none"> • Equity Leads • Reps from Core Support Agencies – DMB, HR, OHREP, OPA, NCS, DEI, DPMM • Equity Ambassadors recruited from workforce to support training • Executive Leadership Team • CFO and DCEXs • Leadership of Core Support Agencies • FCPS CEO & key leadership • Senior Management Team Engagement • Board of Supervisors Engagement • Community Engagement • One Fairfax Community Roundtable 	<ul style="list-style-type: none"> • Training and Capacity Building • Technical Assistance <ul style="list-style-type: none"> • Strategy Development • System/Program Analyses • Culture Change Processes • Inclusive Community Engagement • Faith, Civic, Nonprofit, and Business Engagement • Language Access • Communications/Messaging • Place-based • Population-focused • Accessibility • Planning and Analysis • Data Analytics • Geospatial Resources • Assessment and Evaluation • Legislative Review • Human Resources Management • Organizational Development • Employee Relations • Integration into Procurement and Budget Processes 	<ul style="list-style-type: none"> • Areas of Focus • Attainable Housing • Equitable Development • Digital Equity • Inclusive Prosperity • Health • Cradle to Career Success • Safety and Justice • Food Security • Department Level Infrastructure • Equity Directors in key departments: HR, FCPD, DPD, FCPD, Fire, DOT • Equity Leads and Teams • Equity Impact Plans • Equity Impact Assessments and Statements on Select BOS Items • Trust Policy Implementation • Shared Accountability Efforts <ul style="list-style-type: none"> • Successful Children & Youth Policy Team • Place-based Collective Impact Structures (Communities of Opportunity; Opportunity Neighborhoods)

Bridging Community and Government

Community Outreach	Community Engagement	Public Infrastructure
Short-Term	Long-Term	Medium/Long-Term
Marketing	Relationship Building	Representative - Appointed
What can A do for B?	What can A and B do together?	How can A guide the work of B?
One Group Benefits Most	Community Benefits	Community IN Government
Transactional	Connecting and Transformative	Built into governance
Directional	Cyclical	Cyclical and defined

Seven levers for change

- **Build mass exposure**
- **Cultivate personal contacts**
- **Disarm resistance**
- **Grow expertise**
- **Create infrastructure**
- **Expand leadership**
- **Reward and accomplishments**



TABLE DISCUSSION:

Which of these internal levers are you best equipped to support?



LOCAL AND REGIONAL
GOVERNMENT ALLIANCE ON
RACE & EQUITY



Transformational Change



Transactional approaches

Issue-based

Help individuals negotiate existing structures.

Solutions “transact” with institutions

Short-term gains for communities, but leave the existing structure in place

Transformative approaches

Cut across multiple institutions

Focus on policy and organizational culture

Alter the ways institutions operate

Shifting cultural values and political will to create racial equity



Transactional approaches

EXAMPLES

Invite targeted contractors to apply for contracts

Use an equity tool in a single project

Pass “ban the box” legislation

Transformative approaches

EXAMPLES

Change multiple policies (bonding, debundling, etc)

Require use of racial equity tools across all areas

Develop a criminal justice agenda



Not just doing something different, but becoming something different

- A new mindset
- A new way to operate
- Acknowledging that what got you where you are today won't get you to where you want to be in the future
- Integrating transactional approaches to advance overall objectives which advances racial equity initiatives
- Building political will to create racial equity

Take-away Reflection:

Identify an opportunity to move from transactional to transformative change. What concrete steps will you take? What support do you need?



LOCAL AND REGIONAL
GOVERNMENT ALLIANCE ON
RACE & EQUITY

**race
forward**

Elected Officials Learning Series: A Look Ahead

- **September 16: ****IN PERSON******
Operationalize as Policymakers
 - Building public will and cross sector support
 - Preparing for Challenges



thank you

