



**TOWN OF LOS GATOS
DEI COMMISSION REPORT**

MEETING DATE: 02/08/2024

ITEM NO: 3

DATE: January 15, 2024
TO: Diversity, Equity, and Inclusion Commission
FROM: Laurel Prevetti, Town Manager
SUBJECT: Begin Discussion of Work Plan Goal D, Item 1.a. Annual Communications Campaign

RECOMMENDATION:

Begin discussion of Work Plan Goal D, Item 1.a. Annual Communications Campaign.

REMARKS:

At its first meeting, the Commission identified Goal D, Item 1.a. Annual Communications Campaign as a priority work plan item, including a review of demographic data. Below is the language from the Town's Diversity, Equity, and Inclusion Plan describing the Goal and Action Item:

GOAL D : Communication. Develop a communications campaign that highlights the Town's equity work.

1. Short Term Action Items

- a. Town staff/DEI Commission/Community Partners to create a yearly communications campaign centered around equity education and promotion of community events. Include in this process: visible signage/banners, local art, and art displays.

As the Commission begins its discussion, demographic information is included in Attachment 1.

The Commission may also find the Government Alliance on Race and Equity (GARE) performance measure questions useful as contained in its "Equity Action Plans: How To Manual":

- What is your timeline?
- How will you evaluate and report progress over time?

Prepared by: Town Manager

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REMARKS (continued):

- How will you know the action is complete?
- Can you retain stakeholder participation and ensure internal and public accountability?

Attachment:

1. US Census Bureau Demographic Information for the Town of Los Gatos, County of Santa Clara, and the United States