



CITY OF MOUNTAIN VIEW

MEMORANDUM

City Manager's Office

DATE: June 11, 2019

TO: City Council

FROM: Christina Gilmore, Assistant to the City Manager

VIA: Daniel H. Rich, City Manager

SUBJECT: Fiscal Year 2019-20 Funding for Additional 0.25 FTE Multilingual Community Outreach Coordinator

BACKGROUND

The purpose of this memorandum is to provide the City Council with additional information on what the City hopes to achieve with the proposed 0.25 FTE increase in the Multilingual Community Outreach Coordinator position.

DISCUSSION

The Fiscal Year 2019-20 budget request is to provide limited-period funding to increase the existing half-time Multilingual Community Outreach Coordinator position to three-quarter-time at an additional expense of \$35,800. The City has had this position, funded at half-time, since 1998. The position oversees the Multilingual Community Outreach Program (MCOP), which provides translation and outreach for the City's Spanish-, Mandarin-, and Russian-speaking populations to ensure access to information about, and inclusion in, a variety of City programs, policies, services, and events. This includes: programmatic oversight of the Spanish Language Civic Leadership Academy, simultaneous translation at Council and community meetings, translation of surveys seeking community input, outreach at City-sponsored and community events, coordination of language-specific information sessions (e.g., CSFRA) and focus groups (e.g., HRC's immigrant needs and asset assessment), and language-specific emergency preparedness programs, such as the Spanish Language CERT.

Over the past three years, there have been several significant issues of particular interest to the City's Spanish-speaking and immigrant communities, including housing affordability and displacement, Federal immigration enforcement, and efforts to sustain Mountain View as a welcoming community. Consistent with this, the City Council

committed, as one of its priority goals, to protect vulnerable populations and the City's diversity. In addition, the Multilingual Community Outreach Coordinator position developed and implemented a new and highly successful Spanish-speaking Civic Leadership Academy and an Ambassador program. The Academy and Ambassador programs have resulted in higher levels of engagement in civic life and the appointment of two Academy graduates to serve on City advisory bodies.

For Fiscal Year 2019-20, the focus of the Multilingual Community Outreach Coordinator will be to continue to administer the MCOP programs, maintain community relationships, and oversee overall MCOP operations. In addition to these activities, the Coordinator will assist with education and outreach for Census 2020 and the Sustainability Strategic Plan, and develop strategies to increase engagement with the Chinese- and Russian-speaking communities. The Multilingual Community Outreach Coordinator will also conduct a program evaluation of the first three years of the Spanish-language Civic Leadership Academy, assessing its impact, and exploring how to customize an Academy for Mandarin-speaking residents. Finally, the Multilingual Community Outreach Coordinator will be evaluating opportunities to strengthen the Ambassador program, which consists of the 90+ graduates of the Civic Leadership Academy, developing programming that focuses on communication and leadership skills to prepare individuals to serve on Council advisory bodies, boards, and committees. This is the expanded scope for an additional 0.25 staffing allocation.

CG/3/MGR
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