

City of El Segundo
Diversity, Equity & Inclusion Committee
Local Economy Report
August 16, 2022

City Strategic Plan

The DEI Local Economy Subcommittee has completed its evaluation of the local economy. This report includes several recommendations for City Council’s consideration, in accordance with Goal 1 of the City’s strategic plan.

Strategic Plan – Goal
Goal 1. Enhance Customer Service, Engagement and Communications; Embrace Diversity, Equity, and Inclusion

The evaluations and recommendations that are presented in this Local Economy Subcommittee report align with the City of El Segundo’s Strategic Plan by adhering to the following Strategic Plan objectives:

Strategic Plan Objectives

- El Segundo provides unparalleled service to all customers.
- El Segundo’s engagement with the community ensures excellence.

Realizing these Strategic Plan objectives will support the City’s efforts to attract and retain businesses that innovate in the DEI space, which will lead to a more diverse population of residents along with a more prosperous business community.

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DEI Local Economy Subcommittee: Overview & Takeaways

When we analyze various marginalized communities, we notice an emphasis on social disruption and change. Yet, many would argue that the economic effects of racism, sexism, homophobia, etc., are far more pervasive and long lasting. Upward economic mobility is difficult for all; and moreover, members of the aforementioned demographics tend to be less likely to break the proverbial “glass ceiling.”

Therefore, it is prudent to conduct a review of the local economy here in El Segundo to ascertain what best practices are being utilized so that the City can review and enact these measures to help all employees reach their personal and career goals.

This report includes the results, actions and recommendations from the Public Safety Subcommittee’s review over the past year.

AREAS OF FOCUS

1. Review of El Segundo private sector employer DEI best practices with recommendations on how the City organization could emulate and implement these Best Management Practices (BMPs).
2. Increase awareness in the region of El Segundo’s commitment to Diversity, Equity, and inclusion through panel forums and other activities, highlighting local companies who are leaders in the space.
3. Sub-committee next steps: To identify potential challenges that could dissuade either new businesses from being established in El Segundo or existing companies moving to the City.

KEY TAKEAWAYS

1. El Segundo has a vibrant business community with several companies that are making positive strides towards hiring and retaining diverse talent.
2. Diversity is a core element of focus for the El Segundo Economic Development Corporation.
3. The lack of adequate housing and childcare continue to pose challenges towards attracting more employees who would like to work and live in El Segundo.

Local Economy Learnings, Highlights & Recommendations

A. Talent Acquisition

What did we learn?

- One of the biggest challenges employers face is a lack of access to a diverse talent pool.
- El Segundo has several employers who are making great strides.
- Diversity and inclusion in talent acquisition must be emphasized and prioritized from the CEO down to the various hiring managers and human resources officers.

AT&T

Voted a top company for talent acquisition - women of color by *Diversity Inc.*; focus on recruiting diverse talent including people of color, veterans, women and people with disabilities; Offer free business certifications, internship programs and innovation challenges for underrepresented groups (AT&T, n.d.).

Chevron

Emphasis on partnerships with historically Black colleges and Universities specifically for STEM. Partner with diversity associations such as the National Society of Black Engineers (NSBE), the American Indian Science and Engineering Society (AISES), the Society of Hispanic Professional Engineers (SHPE), Great Minds in STEM, Society of Women Engineers (SWE), INROADS, and the National Action Council for Minorities in Engineering (NACME) to develop programs that will help provide internship and full-time opportunities for students. Also Diversity Scholarship Program through seven partner orgs, and work with SEEK (Summer Engineering Experience for Kids) to increase elementary school students aptitude in STEM (Chevron Products Company, n.d.).

NEXT STEPS

1. Work with Citywide Organization Subcommittee to continue to explore and analyze the recruiting avenues being utilized by the City to attract top employees from all backgrounds.

B. Representation & Training

What did we learn?

- Several of El Segundo's top employers are more diverse than the employee population in Los Angeles County.
- Training is critical to make sure all employees have the necessary skills to thrive in a diverse workforce.
- Unconscious Bias training at the City of El Segundo can be used as a gateway to explore deeper DEI topics.

Los Angeles Times

- Assistant managing editor for culture / talent building tailored mentorship and training offerings for staff.
- All executive leaders attended four-week (virtual) training: Becoming an Anti-Racist Leader, Strategies and Action Steps for a More Inclusive Workplace (Dr. Harper/Dr. Walden).
- All managers assigned six-part online training on Inclusion for Managers, 98% complete.
- All managers in newsroom/business areas undertaking mandatory recruitment and unconscious bias training.
- All managers across the organization underwent mandatory performance management training in Spring 2020.
- All other employees taking live, facilitated training "The Art of Inclusive Communication" from National Conflict Resolution Center (Los Angeles Times, n.d.).

NEXT STEPS

1. Review 2022 demographics for the City of El Segundo organization and compare to previous years to see how it is trending.
2. Work with Citywide Organization Subcommittee to explore and recommend additional training opportunities for employees at all levels.

C. Corporate Culture/Community Outreach

What did we learn?

- A corporate culture that allows for minority workers to be given access to promotions, paid equally and empowering them to share their experiences without retaliation can create a sense of belonging among employees of underrepresented communities (Gonzales, n.d.).
- Culture extends outside of the company by seeking to purchase and partner with supply chains owned by women and people of color (Chevron - \$650M goods and services purchased from either female or minority owned businesses).
- Employers who embrace a strong DEI culture look to make sure every employee is valued in the organization (Mattel 100% pay equity across ethnicity and gender).

The Aerospace Corporation

- Extremely impressive culture focused on DEI.
- Advocated for the employees with a groundbreaking meeting with ESPD in 2021.
- Steve Isakowitz, CEO of The Aerospace Corporation, sets the tone with brilliant top-down leadership focused on DEI (also a big DEI advocate in the El Segundo Economic Development Corporation).
- Committee for Equality made up of senior leadership is held accountable for progressing Aero's DEI goals.
- The Aerospace Corporation holds forums for safe space conversations and has employee resource groups.
- The Aerospace Corporation invests in programs that will aim to increase mentorships and sponsorships, and to nurture Black talent; K-12 STEM Outreach and Community Outreach programs will focus on nurturing young talent in traditionally underserved communities, while increasing community engagement and dialogue (The Aerospace Corporation, n.d.).

NEXT STEPS

1. Work with Citywide Organization Subcommittee to explore establishing a committee similar to the Committee for Equality with senior leadership at the City.
2. Work with Public Safety Committee to promote ESPD's open door policy with employers to discuss further partnerships to enhance public safety community relations.

D. Opportunities to Partner and Promote Local Business Leaders

“Leadership Conversations” Panel Discussion July 15, 2021

I’m sitting here today as a representative of the United States military because I wholeheartedly believe, and I believe that history shows that initiatives and programs that we instill about Diversity and Inclusion makes us a stronger organization...without diversity at SMC we fail our mission; and that’s unacceptable to us.

General John Thompson

On July 15, 2021, our El Segundo DEI Committee Chair, Shad McFadden moderated a panel discussion with Steve Isakowitz, CEO of the Aerospace Corporation and Lieutenant General John Thompson, Commander of US Space Force - Space Systems Command.

The hour-long conversation started with Mr. Isakowitz and General Thompson giving thorough and in-depth definitions of diversity. They both stressed that to “win” in either the public or private space it is critical to foster a diverse environment that allows for the growth of every employee. General Thompson continued with urging all leaders to engage in the uncomfortable conversations that help grow awareness.

The conversation then pivoted to specific initiatives to foster the growth of DEI in the workspace. Mr. Isakowitz talked about strategic initiatives:

- Recruitment (committing to recruiting in diverse areas)
- Retention (making sure all employees feel valued at the organization)
- Representation (being able to see themselves in the senior management of the company)
- Community Outreach (connecting outside the walls to promote DEI efforts)
- Education and Training (focus on Unconscious Bias)

The conversation ended with how the City could partner with local businesses that embrace DEI and both panelists stressed that the City could be a powerful conduit to be a platform for discussion and sharing best practices in the space.

These discussions provide a powerful opportunity to brand El Segundo as the leader in DEI in the South Bay and in Southern California. They allow for our local business leaders to demonstrate what has been working for their organizations and why El Segundo is the place to make diversity thrive.

I attended your Diversity, Equity, and Inclusion Journey presentation yesterday on behalf of the Federal Air Marshal Service and Assistant Supervisory Air Marshal in Charge Alana Bell. I wanted to extend my gratitude for hosting such a great event. The speakers had some really profound and innovative programs and ideas, as well as the City of El Segundo. I have worked with TSA and the Air Marshals over the last couple of years to help expand our D&I programs and this was a very educational hour for me to listen in. If there’s a way to get a copy of the recorded session to share with our workforce, I would greatly appreciate it.

We are proud to be professional members of the El Segundo community and I hope there are further opportunities to partner on initiatives moving forward. Thank you again and please find our contact information below.

Julie Comeau

Assistant Federal Security Director Law Enforcement - Department of Homeland Security

NEXT STEPS

1. Host DEI-themed discussions that are happening throughout Southern California.

Conclusion & Next Steps

The DEI Local Economy subcommittee seeks to move towards working with the City to execute on its recommendations. Additionally, the committee would like to explore and make recommendations to alleviate some of the potential barriers employers and employees have when considering El Segundo as a destination.

NEXT STEPS

1. Work with Citywide Organization to explore business mentorship and scholarship opportunities.
2. Continue dialogue with the El Segundo Economic Development Corporation to identify potential opportunities for collaboration.
3. Work with Community at Large Subcommittee to explore the impact of the lack of housing supply and childcare resources on diversity in the city.

SUMMARY OF RECOMMENDATIONS

	TOPIC	ACTION ITEM
1.	Talent Acquisition	Create a diversity tab on www.elsegundo.org with a video with council members, city manager, and other key stakeholders with a theme of valuing diversity.
2.	Representation & Training	Given the increasing number of seniors in the workforce, work with the City of El Segundo to explore training opportunities regarding multi-generational teams, possibly in partnership with the Age-Friendly City designation effort that is currently underway.
3.	Representation & Training	Add links between HR to DEI Committee page(s) on the City's website.
4.	Corporate Culture/Community Outreach	Review with Citywide Organization the viability of a City of El Segundo employee in-house session(s)/focus group(s).
5.	Opportunities to Partner and Promote Local Business Leaders	City of El Segundo set a goal to host one panel discussion and/or presentations on DEI topics in the workplace which would feature businesses large and small that embrace DEI.