



500 West Big Beaver
Troy, MI 48084
troymi.gov

CITY COUNCIL AGENDA ITEM

Date: February 26, 2018

To: Mark F. Miller, City Manager

From: Global Troy Advisory Committee
Drew Benson, Assistant to the City Manager
Caroline Radzwion, Management Assistant

Subject: 2019 Goals for the Global Troy Advisory Committee

Background

The Global Troy Advisory Committee, in conjunction with City Council and City Administration, has the stated mission of increasing the City of Troy's cultural competence through cultural knowledge, awareness and sensitivity, and will assist with the promotion of cultural diversity and inclusion and enhancing community connections.

At the meeting on February 19, 2019 the Global Troy Advisory Committee adopted the following goals by resolution for 2019:

2019 GTAC Goals

1. Continue our partnership with Troy Family Daze to improve International Day
2. Assist with the 2020 Census
3. Learn more about Diversity, Equity and Inclusion and what a successful DEI plan might look like

In an effort to better facilitate the planning and action of each goal, the GTAC has decided to create sub-committees for each goal that can meet on an as-needed basis. These subcommittees will provide reports and create discussion topics for the committee as a whole to make decisions upon, as well as provide the most direct interactions with each goal.

These goals are being shared with City Management, and City Council in order to communicate what the group will focus on this year, as well as to provide the opportunity for feedback to the committee. The GTAC Staff Liaison will periodically provide additional information to Council as needed.

Below are additional details about each goal for your reference. If any members of Council have any comments, questions, or concerns, it is recommended to submit those to the Mayor, or to the Staff Liaison.



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Goal 1 Details – International Day

This past year International Day had 23 different acts, and seemed to be very well received by the community. It also gained an additional day, making it both a Saturday and Sunday event at the Troy Daze Festival.

Discussions for improvements have centered around getting a more durable stage, utilizing more funding opportunities to expand the event (such as through sponsorships), and reinvigorating the planning process.

Goal 2 Details – 2020 Census

GTAC will work in a supportive role to the 2020 Census, and act as a modified version of a Complete Count Committee (CCC). Each GTAC member has the ability to involve him or herself to the degree he or she would like. Potential tasks would include handing out Census information to local places of worship and assisting in community events.

Sample Activities of Tribal and Government Complete Count Committees - 2018–2019

- Develop a list of barriers, groups, or concerns that might impede the progress of the 2020 Census in your local area, such as recent immigrants, non- English speaking groups, high crime areas, and areas with gated communities.
- Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data
- Place census messages on water bills, property tax bills, social media, and local speeches and other correspondence generated by the jurisdiction.
- Host a Census Solutions Workshop (see Appendix C) with others in the community.
- Develop and implement activities to involve local government employees in the 2020 Census Awareness Campaign.
- Encourage corporations to become official sponsors of your census activities.
- Have census posters, banners, and other signage placed in highly visible public locations.
- Include the 2020 Census logo and message on bus schedules, brochures, newsletters, social media sites, and your local jurisdiction Web site.
- Sponsor a census booth at county fairs, carnivals, and festivals (especially cultural or ethnic celebrations).
- Sponsor a contest to design a sticker or poster promoting the 2020 Census.
- Have census information available during voter registration drives.



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January–March 2020

- Add a census message during meetings, events, and to written or digital/electronic correspondence like social media.
- Provide information on federally funded programs that have benefitted the community.
- Plan a major promotional event around the start of self-response or when households get their invitation to respond. Advise communities that they can respond to the census online.
- Saturate public access areas with easy-to-read and understandable census information customized for your community.
- Ask elected officials to encourage households to complete the census online, by phone, or return the questionnaire by mail.
- Place a census message on all municipal marquees urging households to complete the questionnaire online, by phone, or by mail.

April 2020

- Place public service announcements in local media encouraging households to respond.
- Have census rallies or parades.
- Urge households who do not respond to cooperate with census takers.

Goal 3 Details – Diversity, Equity, and Inclusion

In the past, the GTAC created a draft DEI plan based on six focus areas: Community, City Government, Public Safety, Education, Economic Development, and Infrastructure & Livability. GTAC members were broken up into three subcommittees - Learning & Resources (LR), Communications (C), Outreach & Programming (OP). Each focus area had an individual objective with short-term, intermediate, and long-term outcomes listed for each targeted area.

This topic stalled due to staff turnover and limited support. The committee has decided to learn more about Diversity Equity and Inclusion in effort to determine the feasibility of moving forward with a plan in the future.