

MEMO

To: Mayor and Ames City Council

From: Steven L. Schainker, City Manager

Date: August 19, 2022

Subject: City Council DEI Training

During your goal-setting workshop, the City Council expressed its desire to create a diverse, equitable, and inclusive community. **One of the initial tasks under this value is to provide training to the Council regarding diversity, equity, and inclusion in relation to the policy making process.**

Based on the recommendations I received from a few of the Council members, I approached Joshua Barr about his ability and willingness to provide this training to the City Council. Many of you will recall that Joshua, who has a private consulting business that specializes DEI training, was a speaker at our previous Community DEI Symposium.

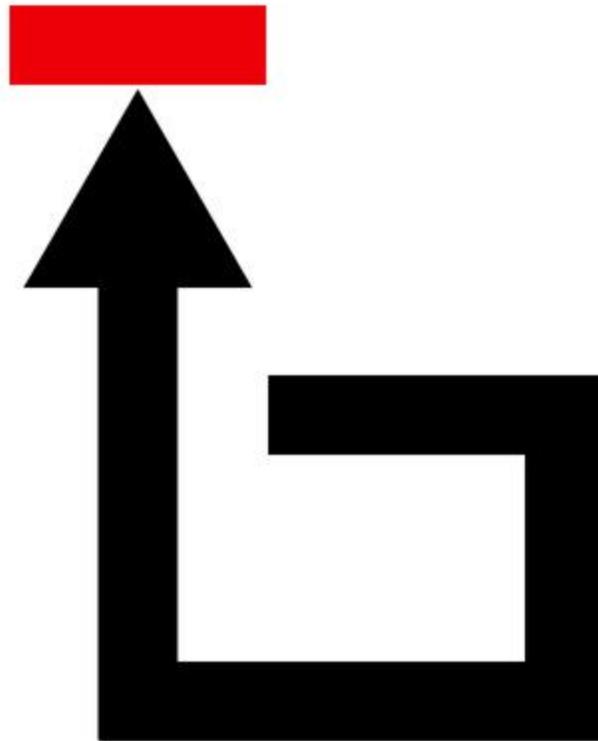
As can see from the attached contract, the emphasis during the three-hour session will be on the potential use of Community Impact Assessment tools to determine the impact Council policies can have on specific groups in our community.

"Policies are not passed in a vacuum; they have real-world effects and must be thought through before decisions are made and implemented. When certain groups are not at the table, they are typically forgotten and the passing of policies without their consideration or voice can have detrimental effects on their communities. Community impact assessment (or racial equity) tools can be utilized to determine if there are other communities and voices that need to be considered before policies are made and implemented. These tools can also be utilized to determine what kind of impact policies can potentially have on specific groups within a community.

The workshop will examine how to utilize community impact assessment tools in order to determine who needs to be considered before final decisions are made. This workshop will not create the tool,

but rather introduce how it can be utilized in your community and the participants can decide if it is something they would like to utilize in their community. Examples of other tools will be introduced and discussed for the group to make an informed decision on what would work best for their community. The discussion will also include a discussion on how biases and blind spots of the staff utilizing the tools can affect the ability of assessment tools to be effective and how to reduce the impact of biases on any analysis.”

Because this proposed contract involves work specifically requested by the City Council and the \$5,000 fee is being recommended to come from the Council Contingency Account, I am seeking formal approval from the City Council of the contract as well as proposed funding source.



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Proposed Statement of Work for the City of Ames, Iowa

Presented by Joshua V. Barr, Esq. of Raising
The Barr, LLC

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I. Client and Proposed Schedule

<i>Client name</i>	City of Ames, Iowa
<i>Client's administrator</i>	City Manager Steve Schinker
<i>Workshop name</i>	Mitigating Potential Harm to Communities: Utilizing Community Impact Assessment Tools in the Policy & Decision-Making Process
<i>Engagement duration</i>	1 Workshop, Up to 3 Hours
<i>Begin date</i>	TBD
<i>End date</i>	TBD

II. Methodology

At Raising The Barr, LLC (RTB) we believe that “those closest to the problem are closest to the solutions” and that no lasting, positive change has ever succeeded without the full participation, insights, and leadership of those most affected. While many cities are now focused on equity initiatives, many of these cities focus only on internal equity initiatives ignoring the greater community beyond the city hall walls. The goal of government should be to not only create an equitable workplace but an equitable and just community where each segment of the population has the ability to self-actualize, self-transcend, and determine its own destiny.

In the DEI space, there are a lot of platitudes and words stated about why diversity, equity, and inclusion are important but very few seem to offer the tools necessary to put diversity, equity, inclusion, and justice into practice at the local government level. Joshua V. Barr, President & Chief Strategist, of Raising The Barr, LLC, comes with a background of experience implementing tools to transform communities and workspaces. In the following workshops, Joshua V. Barr and RTB will walk through some of the tools that local government entities can utilize to make DEI a reality not just in words but also in deeds.

III. Workshop Offering

Mitigating Potential Harm to Communities: Utilizing Community Impact Assessment Tools in the Policy & Decision-Making Process

Policies are not passed in a vacuum; they have real-world effects and must be thought through before decisions are made and implemented. When certain groups are not at the table, they are typically forgotten and the passing of policies without their consideration or voice can have detrimental effects



on their communities. Community impact assessment (or racial equity) tools can be utilized to determine if there are other communities and voices that need to be considered before policies are made and implemented. That can also be utilized to determine what kind of impact policies can potentially have on specific groups within a community. This workshop will examine how to utilize community impact assessment tools in order to determine who needs to be considered before final decisions are made. This workshop will not create the tool but rather introduce how it can be utilized in your community and the participants can decide if it is something they would like to utilize in their community. Examples of other tools will be introduced and discussed for the group to make an informed decision on what would work best for their community. The discussion will also include a discussion on how biases and blind spots of the staff utilizing the tools can affect the ability of assessment tools to be effective and how to reduce the impact of biases on any analysis.

Organizational Value Added

1. How to properly engage, include, and value all members of the community to ensure that their voices and concerns are heard in the decision-making process;
2. Introduction to community impact assessment or racial equity tools and how they can be utilized in your community;
3. How to evaluate the uniqueness of your community (economics and demographics) to ensure that the toolkit is properly framed to address the specific concerns of your community;
4. How to determine who should be involved in the assessment process based on the issue;
5. How bias and cultural blind spots can diminish the effectiveness of the tools and what can be done to diminish the impact of biases;
6. Suggestions on how the organization can implement this process in every department and sector of government.

Recommended Time: 2.5 to 3 Hours

IV. Biography

Joshua V. Barr, President & Chief Strategist

Joshua V. Barr is an Emmy and national award-winning, transformational leader from South Carolina with an MBA and Juris Doctorate who has trained people on human rights, diversity, equity, and inclusion issues from all 50 states and 5 continents. Over the course of his career Joshua worked in Colombia, South America, conducting investigations on institutional corruption, leading the English language immersion program at Javeriana University, and conducting corporate law with Corn Products International. Joshua tried to force a corporate career but he couldn't run from who he truly was and moved into the civil/human rights field because of his passion to solve the issues of people. Joshua moved back to the US and became the Staff Attorney and Fair Housing Director of the State of South Carolina Human Affairs Commission where he laid the foundation for the civil rights agency to be more aggressive in its enforcement of civil rights violations. During his time with the Commission, Joshua retrained the investigations staff assisting them in finding more than sixty probable cause discrimination violations in 2015, the highest number of probable cause cases in South Carolina history at that time.

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One of Joshua’s proudest moments in solving people issues was the [Bridging the Gap](#) initiative where his team at the Des Moines Civil & Human Rights Commission conducted community dialogues throughout the city determining what could be done to increase opportunity and make a safe, more just community for all. Through that initiative, Joshua and his team were able to craft, develop, and implement over 25 new city policies and practices designed to improve community-government relations and help residents move up the socio-economic ladder. In 2020, Joshua debuted his Emmy award-winning documentary [Breaking Bread, Building Bridges](#) where nearly 40 strangers were matched up together based on their differences to have dinners over the course of a few months. Joshua served as the creator, director, and executive producer of the documentary/project. The documentary was awarded the 2020 Governor’s Emmy Award. Joshua has won a number of other awards including being named #5 of the top 100 influencers in local government in the United States by Engaging Local Government Leaders (ELGL) organization in part for his article [A Better Way: 50+ Action Items to Fight Against Racism In Your Community](#). Other awards include Top 100 US Corporate Executive Leaders Under 50, 2019 Public Servant of the Year by the Des Moines Neighborhood Associations, and the 2020 Martin Luther King, Jr. Make-A-Difference Award by the Greater Des Moines YMCA.

Joshua now serves as the Chief Strategist and President of his own organization, Raising The Barr, where he trains organizations on how to reach new heights by investing in their employees and stakeholders through inclusive and equitable policies and practices in order to improve the organization’s performance, revenues, and community impact.

V. Cost Proposal

<i>Description of Services Provided</i>	<i>Costs</i>
Mitigating Potential Harm to Communities: Utilizing Community Impact Assessment Tools in the Policy & Decision-Making Process Workshop	\$5000.00
Total	\$5,000.00

VI. Shared Technology for Public Meetings

For meetings with the City of Ames, RTB will use the technology of the City of Ames to conduct or host those meetings. RTB will work with their designated liaison to test the technology. If the City of Ames cannot provide RTB with technology that is sufficient for RTB needs, the City of Ames will allow RTB to utilize other technological software or devices to conduct the meetings so long as it does not violate city policies or laws.

VII. COVID-19 and other illnesses affecting Agreement dates

Due to the COVID-19 pandemic that has affected the planet, both the City of Ames and RTB enter this agreement knowing that there may be delays in services caused by a surge in cases that could



impact participation or the sickness of an RTB team member or members of the CCC committee. If there are any delays caused by RTB due to COVID-19 or other unforeseen illnesses, RTB will notify its appointed liaison as soon as possible of delays that could be caused by the illness. The parties to this agreement agree that delays caused by surges in COVID-19 cases and illness by either party will not void the agreement and the parties will work together to readjust any timeline developed by the parties.

VIII. References

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IX. Acceptance and Authorization

The terms and conditions of the **Professional Services Agreement** apply in full to the services and products provided under this Statement of Work.

IN WITNESS WHEREOF, the parties hereto each acting with proper authority have executed this Statement of Work, under seal.

Joshua V. Barr, Raising The Barr, LLC

Full name	Client & Agent
President & Chief Strategist	
Title	Title
Signature	Signature
Date	Date

