



City of Alameda

Staff Report

File Number:2015-2366

City Council

Agenda Date: 12/15/2015

File Type: Consent Calendar Item

Agenda Number: 5-H

Recommendation for the City of Alameda to Co-Sponsor Alameda Unified School District's (AUSD's) "Everyone Belongs Here" Campaign. (Community Development 267)

To: Honorable Mayor and Members of the City Council

From: Elizabeth D. Warmerdam, Interim City Manager

Re: Recommendation for the City of Alameda to Co-Sponsorship of AUSD's "Everyone Belongs Here" Campaign

BACKGROUND

At the Alameda Collaborative for Children, Youth, and their Families (ACCYF) meeting of October 21, 2015, Alameda Unified School District (AUSD) Superintendent Sean McPhetridge made a presentation on the Everyone Belongs Here campaign (EBH), and asked the ACCYF to endorse and co-sponsor the campaign, including having its name placed on the poster as a co-sponsor. Mr. McPhetridge also asked the Social Service Human Relations Board (SSHRB) and City of Alameda to consider co-sponsorship of the EBH Campaign.

Superintendent McPhetridge shared the EBH poster (Exhibit 1), which acknowledges that people of all abilities, ethnicities, races, cultures, nationalities, gender identities & expressions, orientations, faiths, and members of the Lesbian, Gay, Bisexual, Transgender, Queer/Questioning (LGBTQ) community "belong" in Alameda. The campaign's pledge is "I pledge to confront all forms of hate, bigotry, and bullying. I will not stay silent in the face of intolerance".

The EBH poster was created by AUSD's LGBTQ roundtable, and included input from educators, advocates, and students. The poster has been crafted to include all of the diverse classes of people identified above. The poster is already on display in all AUSD schools, and the goal is to have it distributed city-wide.

ACCYF voted unanimously to co-sponsor the EBH campaign, and has formed a committee to assist with the effort. ACCYF will also use Everyone Belongs Here as the theme for its 2016 Season For Nonviolence campaign, and city-wide Student Speech Contest. The EBH campaign now has AUSD, the Alameda PTA Council, Alameda Education Association (AEA), the Harvey Milk Day committee, and ACCYF as its co-sponsors. SSHRB will consider co-sponsorship of the EBH campaign at its

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meeting on December 3, 2015.

DISCUSSION

The Everyone Belongs Here campaign promotes inclusion and equity for all those who live in the City of Alameda. The EBH campaign pledge, "I pledge to confront all forms of hate, bigotry, and bullying. I will not stay silent in the face of intolerance," is similar to language in the Pledge for a Hate-Free Alameda that was part of the SSHRB's No Room for Hate in Alameda 2002 campaign, which was co-sponsored by the City of Alameda. The Pledge for a Hate-Free Alameda included, "To challenge hate and prejudice in all its forms whenever we encounter it, whether at home, at school, at work, or in the community, and to stand with others who are treated unfairly."

The Everyone Belongs Here campaign is also consistent with SSHRB's mission "to create an environment which will encourage and bring about mutual understanding, respect, and goodwill among groups of people in the community".

Co-sponsorship includes support for the EBH message, including the City logo on the poster, and the poster will be displayed in City facilities.

Based on AUSD's request for City co-sponsorship of the Everyone Belongs Here campaign and the consistency with the SSHRB charter of the campaign's message of an inclusive Alameda community, staff recommends that the City Council agree to co-sponsor the campaign and authorize use of the City seal / logo on the Everyone Belongs Here poster.

FINANCIAL IMPACT

There is no impact on the General Fund. Funds to support the Everyone Belongs Here campaign are being provided by the Alameda Unified School District.

MUNICIPAL CODE/POLICY DOCUMENT CROSS REFERENCE

This action is consistent with SSHRB Charter and Ordinance authority "to create an environment which will encourage and bring about mutual understanding, respect, and goodwill among groups of people in the community" (Alameda Municipal Code Section 2-11.5).

ENVIRONMENTAL REVIEW

This action is exempt from the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15601(b)(3).

RECOMMENDATION

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Agree to City of Alameda co-sponsorship of AUSD's Everyone Belongs Here campaign, and authorize the City of Alameda Seal / Logo be placed on the Everyone Belongs Here poster.

Respectfully submitted,
Debbie Potter, Community Development Director

By,
Jim Franz, Community Development & Resiliency Coordinator

Financial Impact section reviewed,
Elena Adair, Finance Director

Exhibit:

1. Everyone Belongs Here Poster

i pledge to confront all forms of hate, bigotry, and bullying. i will not stay silent in the face of intolerance.

ALL Abilities ALL Races ALL Cultures ALL LGBTQ*

ALL Gender Identities ALL Faiths ALL Ages ALL Ethnicities

ALL Gender Expressions ALL Orientations ALL Sizes ALL

Nationalities ALL Orientations ALL

Families ALL Cultures

ALL

Eth

Size

ALL

ALL

Ethnic

ALL Nation

ALL Families ALL Cultures

ALL LGBTQ* ALL Gender Identities ALL Faiths ALL Ages ALL

Ethnicities ALL Gender Exp. ALL Orientations ALL Sizes

ALL Nationalities ALL Genders ALL Families ALL Gender

Expressions ALL Orientations ALL Abilities ALL Races

**EVERYONE
BELONGS
HERE**

*Lesbian, Gay, Bisexual, Transgender, Queer/Questioning

ALAMEDA UNIFIED SCHOOL DISTRICT
Excellence & Equity For All Students

Alameda PTA Council
PTA
everychild.onevoice.®



Everyone Belongs Here Vocabulary List

All Abilities – All talents, skills, challenges, or needs

All Ethnicities – All people who are part of a group or groups with distinct national or cultural traditions

All Races – All people who are part of a group or groups with supposed distinct physical or genetic traits shared by the group

All Cultures – All people who are part of a group or groups with distinct traditions or beliefs

All Nationalities – All people and their identification with their country of origin or residency

All Gender Identities -- All people and their deepest sense of self as male, female, neither, both or anywhere along the continuum.

All Gender Expressions – All people and their way of expressing their gender identity (e.g., through appearance, voice, and/or other means)

All Orientations – All people and their emotional, physical, and/or romantic attraction to others

All Faiths – All people and their personal beliefs about the role of humans in the universe

All LGBTQ – All people who are lesbians, gays, bisexuals, transgenders, and queer and/or questioning.