

TOWN OF FRISCO SOCIAL EQUITY INITIATIVE

Presented by Nancy Kerry and Loli Respini-Pollard
November 10, 2020

INTRODUCTION



- ▶ BLM Mural on Main Street
- ▶ The Town researched organizations who could assist in the development of programs
- ▶ After many discussions, it was evident community members' input was critical to this initiative



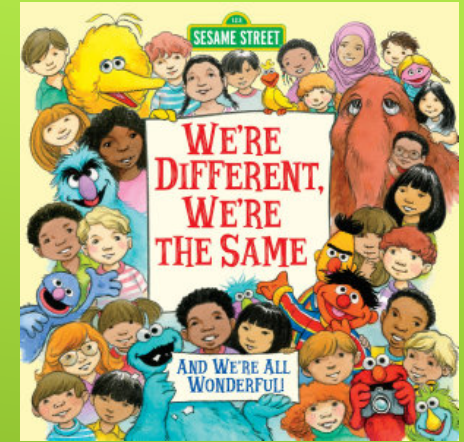
HELD THREE MEETINGS WITH COMMUNITY MEMBERS

- ▶ Mayor Hunter Mortensen, Council Member Melissa Sherburne, Town Manager Nancy Kerry and Human Resources Director Loli Respini Pollard represented the Town of Frisco
- ▶ 12 community members participated



TAKE AWAY FROM THE MEETINGS

1. Housing
2. The people from Frisco
3. Create and facilitate “the conversation”
4. Recreation activities
5. Promote respectful speech
6. Wear who we are on our sleeves



HOUSING

- Become a diverse community
- Still expensive even with the addition of Peak One in 2010
- Not enough diversity
- Exclusive vs. Inclusive

Recommendations:

- Priority for people working in Frisco
- Buy downs
- More availability for low income residents
- More units with 3 bedrooms
- Have communication in different languages
- Promote housing programs



THE PEOPLE FROM FRISCO

- Tell the history of Frisco's people
- Lack of promotion for the diverse residents in Frisco

Recommendations:

- Education on UTE history
- Create a campaign- "I'm Frisco" or "Get to know your neighbor"
 - Art on the Streets with community stories
 - Events with emphasis on culture
 - People of Frisco parade
- Turn the table
 - Go to where the minorities are
 - Schedule meetings at times when they are not working
 - Offer dinner
 - Offer daycare
 - Location of meetings close to a bus stop



CONVERSATION ON DIVERSITY

- Not enough conversations about diversity in the community
- The 400 Project
- People are hesitant to have authentic conversations about their struggles

Recommendations:

- “Grown, Learn and Change” campaign
 - Free training on “How to be comfortable with the uncomfortable”
- Book Club Promotion
- Invite the community to open houses
- Promote podcast, books and webinars
- Promote Art in Frisco from Diverse Artists



RECREATION ACTIVITIES



- After school programs don't have not enough capacity
- Winter and Summer Activities
- Frisco Elementary needs volunteers and equipment for the Winter Program
- Lack of Basketball courts and ADA access to some trails or PRA amenities

Recommendations:

- Increase the capacity for afterschool programs
- Implement a Gear Library
- Create a campaign to promote the FREE amenities i.e. volleyball courts, trails
- Partner with our vendors to assist the Elementary School- Rossignol for Nordic skis
- Have a FREE Nordic day or Snowshoe Day similar to Tubing Day
- Promote events for kids to try a new sport

SPEECH

- Promote respectful speech
- Create policies and enforce them
- Don't allow disrespectful speech



WEAR IT ON OUR SLEEVES

- Lack of definition on “Who is Frisco?” and how Frisco wants to be known regarding diversity

Recommendations:

- Who is Frisco?
 - Define what Frisco stands for and base a Social Equity Plan on the definition
 - Make it known to people of all races, genders and colors they are safe here
 - LGBTQ
 - Disabled people
 - Senior Citizens



RECOMMENDATIONS

- Contract with the National League of Cities (NLC) to work with their REAL team
 - Race, Equity, And Leadership
- Leadership and staff should normalize racial equity as a key value
 - Have a clear understanding of racial equity
 - Shared definitions
 - Begin equity via new policies
 - Organize internally and in partnership with other institutions and the community



