



Executive Summary

Certified City of Diversity, Equity, Inclusion & Belonging

City Certification Program

The Certified City of Diversity, Equity, Inclusion, & Belonging (Certified City of DEIB) was created to recognize cities that adopt policies and practices promoting diversity, equity, inclusion, and belonging within their municipal government and community.

Cities may achieve certification for addressing diversity, equity, inclusion, and belonging in the following seven categories:

- Workforce Housing
- Education
- Health & Wellbeing
- Public Safety & Restorative Justice
- Community & Economic Development
- Municipal Workforce Development & Employment
- Community Dialogue/Stakeholder Engagement (*Required*)

A city may achieve one of four tiers of certification depending on the number of categories it addresses. The tiers are as follows:

- Bronze: 2 categories (*Including the required Community Dialogue/Stakeholder Engagement*)
- Silver: 3-4 categories
- Gold: 5-6 categories
- Platinum: 7 categories

Certification Requirements

Before applying for certification, cities must meet certain pre-application requirements

- The city must adopt a resolution affirming its commitment to diversity, equity, inclusion, and belonging and [stating intent to apply for certification](#) – sample resolution provided.
- A majority of the city’s governing body must complete at least 3 hours of approved Diversity, Equity, and Inclusion training--GMA’s “Making Cultural Diversity Work”, Embrace Webinars or Regional Workshops, or comparable training.
- The city must host at least 2 interactive Community Dialogue meetings within one calendar year, targeting city residents, community interest groups, and/or stakeholders such as business owners or community leaders, for the purpose of discussion or feedback on current projects or city services, and learning about community needs.
- A city must apply for certification in at least two categories to receive initial certification, with Community Dialogue/Stakeholder Engagement being one of those initial categories.

Once certified, the city will maintain certification for three years as long as it meets the following requirements:

- Adopt an [annual resolution](#) affirming its commitment to diversity, equity, inclusion, and belonging – sample resolution provided.
- Hold at least two community stakeholder meetings each year to listen, help identify barriers to engagement, seek input, and develop solutions.

At the end of the initial three-year certification period, the city will need to apply for recertification. To be recertified, the city must demonstrate that it continues to work towards equity and inclusion in the categories in which it is certified. More certification categories can be added at this time.

Preparing for Certification

Suggested plan for cities seeking certification.

1. Read through the categories and measures, and note:
 - a. The work the city is already doing,
 - b. Current priorities of city leadership and the community,
 - c. Necessary updates to city policies, procedures, and services based on the measures.
2. Consider the factors:
 - a. How much time will city staff be able to dedicate to this work? Identify individuals/departments that are available to dedicate the necessary time.
 - b. What programs or initiatives will be adopted while working towards certification? How much funding will be allocated to this work? Has the city identified resources to support this work?
 - c. Timeline: where is the city in terms of annual planning? Is the city aiming to achieve certification prior to a specific date (e.g., event, change of administration, funds expiration, etc.)?
3. The governing body should agree on a plan of action based on the above, including desired categories for certification and the work entailed, any new programs or initiatives to be adopted for certification, and/or updates to existing programs. This plan should not be included in the Resolution of Intent but is suggested, so all parties are aware of the certification parameters and requirements.
4. The governing body should adopt a [Resolution of Intent](#), declaring intent to seek certification. This is a requirement to gain access to the portal where you will upload the city's application for certification.
5. Create a workgroup of city leaders and city staff from various disciplines to discuss, plan, assign tasks, and track progress toward certification. An additional committee, of community stakeholders to provide input, feedback, and subject matter expertise is recommended.
6. Complete the pre-application requirements: at least three hours of Diversity, Equity, and Inclusion training for a majority of the governing body (within the last 3 years) and host at least two community dialogue meetings (within the last year).
7. Assign individual(s) responsible for compiling application documentation and information and managing the city's portal access.
8. Begin certification work and submit your application!

WORKFORCE HOUSING

A	Community housing assessment completed.	Required
B	Create, promote, and/or support community education relating to workforce housing (educational programs offered to community, business leaders, realtors, school boards, etc. to explain what workforce housing is and the importance of having enough workforce housing).	Required
C	Cultivate partnerships with development organizations and business organizations (e.g., Chamber of Commerce).	Required
D	Create, promote, and/or support Homeowner "Readiness" Courses or Workshops (e.g., financial literacy course, credit counseling).	Required
E	Use creative city financing to support development.	Required
F	Organize Neighborhood Community Days of Service.	Required
G	Training for the majority of the city governing body and senior staff related to workforce housing.	Required
H	Develop a Housing Affordability Action Plan.	Elective
I	Develop a Workforce Housing Action Plan.	Elective
J	Development of city policies related to workforce housing.	Elective
K	Actions taken to increase workforce housing (e.g., inclusionary zoning policies; public-private partnerships; or actions taken to address needs identified in Measure A).	Elective
L	Other	Elective

EDUCATION

A	Support or create a Workforce Advisory Committee/Council to strengthen relationships with the business community and educational institutions to address current and future workforce needs.	Required
B	Create and maintain city internships to provide basic job skill training (select interns through E&I lens).	Required
C	Create, maintain and/or support city youth council (middle and/or high school).	Required
D	Training for the majority of the city governing body and senior staff related to education.	Required
E	Organize/support children and youth literacy program(s) in the community.	Required
F	Organize/support adult literacy program(s) in the community.	Required
G	Develop relationships with members of the community's various educational institutions.	Elective
H	Participate in dialogues with stakeholders within the educational community.	Elective
I	Actions (based on G & H) taken to enhance/improve support for underperforming public schools in the community.	Elective
J	Create, promote, and/or support programs that ensure youth stay in school & get High School diploma/ General Educational Development Test (GED)/ HiSET.	Elective
K	Create, operate, and/ or support an Aftercare Program.	Elective
L	Provide E&I educational awareness programs in the community to promote equity and inclusion.	Elective
M	Development of city policies related to education.	Elective
N	Other	Elective

HEALTH & WELLBEING

A	Identify resources to address employee healthcare needs (e.g, availability of wellness center or wellness initiatives for employees, vaccine clinics, other health clinics).	Required
B	Create, promote, and/or support community-wide health/wellbeing initiatives (including programs that address mental health and substance use disorder).	Required
C	Training for the majority of city governing body and senior staff related to health and wellbeing.	Required
D	Development of city policies and initiatives related to community health and wellbeing.	Required
E	Convene community meetings to discuss/assess current recreational facilities uses, programs, and accessibility.	Elective
F	Actions to address issues raised in community stakeholder meetings (could include actions taken to enhance/increase availability and accessibility of recreational facilities and programs in the community).	Elective
G	Promotion and support of programs to address food insecurity.	Elective
H	Other	Elective

PUBLIC SAFETY & RESTORATIVE JUSTICE

A	Provide Community engagement programs: Community Police Academy, Community Fire Academy, Community Emergency Response Team, Government 101.	Required
B	Adopt a model Use of Force Policy and provide appropriate training to police officers.	Required
C	Provide training in use of force alternatives for police, fire, EMS personnel, as applicable.	Required
D	Provide anti-bias and emotional intelligence training for police, fire, EMS personnel, as applicable.	Required
E	Develop hiring and retention policies and practices aimed at reflecting community demographics.	Required
F	Adopt policies and provide training for public safety employees to raise awareness of mental-health crises and the appropriate course of action when operating in a mental-health situation.	Required
G	Review/update disciplinary standards & policies to ensure appropriate action for misconduct, ensuring that they are impartial and equitable for all employees.	Required
H	Attain/Maintain GMA Excellence in Policing Certification.	Required
I	Create, promote, and support a Community Engagement or Liason Committee to address public safety issues.	Required
J	Implement Mental Health Programs/Training to Support Officer Resilience.	Required
K	Training for the majority of the city governing body and appropriate city staff related to public safety.	Required
L	Implement a Public Safety Strategic Plan.	Elective
M	Attain/Maintain State Certification (Police).	Elective

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Public Safety & Restorative Justice Continued

N	Attain/Maintain CALEA Certification.	Elective
O	Attain/Maintain Center for Public Safety Excellence (CPSE) Certification (Fire).	Elective
P	Implement community-based approach to violence prevention programs.	Elective
Q	Implement a Record Restriction/amnesty program.	Elective
R	Provide and/or partner to provide re-entry programs for individuals leaving prison.	Elective
S	Establish Public Safety priorities which aim to find alternatives to arrest for low-level misdemeanor offenses and ticketing for certain traffic offenses, whenever appropriate and ticket rather than arrest, using a misdemeanor ticketing form when possible and appropriate.	Elective
T	Other	Elective

ECONOMIC & COMMUNITY DEVELOPMENT

A	Convene meetings with community stakeholders to discuss community, economic and business needs, and challenges.	Required
B	Address city-imposed challenges of starting a business.	Required
C	Develop policies to ensure access to participation in city projects/contracts and to advance racial equity in government contracting and procurement.	Required
D	Take action to ensure development/redevelopment strategies are inclusionary.	Required
E	Develop a “Starting A Business” guide and training for new business owners.	Required
F	Training for the majority of the city governing body and senior staff related to economic and community development.	Required
G	Assist individuals with business and social networking resources and opportunities.	Elective
H	Take actions to ensure zoning encourages opportunities for housing affordability.	Elective
I	Establish and use tools to help people attain housing.	Elective
J	Develop, promote, or support a “Starting A Business” web online resource.	Elective
K	Development of city policies related to economic and community development.	Elective
L	Other	Elective

MUNICIPAL WORKFORCE DEVELOPMENT & EMPLOYMENT

A	Implement recruitment policies and practices that ensure a diverse applicant pool.	Required
B	Implement non-discrimination HR practices and integrate inclusive terminology throughout the policies and procedures of all city departments and all city-sanctioned boards, commissions, committees, or work groups.	Required
C	Include E&I training in City's employee onboarding/orientation process.	Required
D	Provide workforce development and employment initiatives or programs to serve as municipal workforce pipeline (internships, externships, practicums, etc.).	Required
E	Create community learning programs about city government to serve as municipal workforce pipeline.	Required
F	Demonstrate inclusive processes and procedures in recruiting, appointing, and/or selecting internal employee workgroups, boards, committees, volunteers, etc., ensuring that they are impartial and equitable for all employees and stakeholders.	Required
G	Training for the majority of the city governing body and senior staff related to municipal workforce development and employment.	Required
H	Develop Municipal Workforce Development Goals.	Elective
I	Provide a regular forum for employees to voluntarily participate in group discussions on DEI&B topics.	Elective
J	Partner and collaborate with educational institutions to participate in career days, job fairs or other activities to promote local government jobs.	Elective
K	Development of city policies related to municipal workforce development and employment.	Elective
L	Other.	Elective

COMMUNITY DIALOGUE & STAKEHOLDER ENGAGEMENT

A	Seek out stakeholder groups representing all segments of the community, to listen, help identify barriers to engagement, seek input, and develop solutions.	Required
B	Offer options and have a transparent process for community to receive information, participate in discussions, and provide feedback/input on strategic priorities, budget and resources allocation.	Required
C	Develop a city-wide public information communication plan that is straightforward, objective, user-friendly, and provided through various channels.	Required
D	Provide ongoing training and cross training (at least annually) for staff and volunteers to ensure clarity and consistency of messaging when engaging with the community as well as sustainability of established processes as new staff and volunteers are onboarded.	Required
E	Achieve certification(s) demonstrating a commitment to diversity, equality, and inclusion (Example: Welcoming America)	Elective
F	Develop city policies related to community dialogue and stakeholder engagement.	Elective
G	Other	Elective