



## Racial Equity Analysis

<b>Board Item Date</b>	April 15, 2025
<b>Board Item Name</b>	Allocation of \$60,000 from Contingency Funds for the Wildfire & Earthquake Safety Expo 2025
<b>Department/Agency (Lead)</b>	Department of Emergency Management (DEM) <i>If this is an inter-departmental initiative, please identify a lead above.</i>
<b>Person(s) Completing Analysis</b>	Jorge Rodriguez

**1. Overview: Describe your program or policy and the desired results and outcomes?**

- a. What is the program or policy decision under consideration?
- b. What are the desired results (in the **community**) and outcomes (within your own **organization**)?
- c. What does this proposal have an ability to impact?
 

<input type="checkbox"/> Alert & warning	<input type="checkbox"/> Emergency planning
<input checked="" type="checkbox"/> Community engagement	<input type="checkbox"/> Grants administration
<input checked="" type="checkbox"/> Community preparedness	<input type="checkbox"/> Hazard mitigation
<input checked="" type="checkbox"/> Coordination / response	<input checked="" type="checkbox"/> Other: <u>Racial Equity in Disaster Preparedness</u>
<input type="checkbox"/> Department practices	

The Department of Emergency Management is working in collaboration with Fire Safe Sonoma, local public safety agencies and emergency management partners on The Wildfire & Earthquake Safety Expo 2025, countywide disaster preparedness event at the Sonoma County Fairgrounds. While this is the Expo's 4<sup>th</sup> year, this is the first year for the event in Santa Rosa. It has been moved to this more central location to make attendance easier for a larger portion of the county and grow participation, and overall preparedness in the County.

The event aims to improve disaster preparedness knowledge and resilience among all Sonoma County residents, ensure bilingual and culturally competent outreach to increase participation from Spanish-speaking, farmworker, and low-income families, enhance coordination between emergency responders, community-based organizations, and local businesses to foster a culture of preparedness, and promote equitable access to disaster preparedness resources, particularly for historically marginalized communities.

**2. Data: What's the data? What does the data tell us?**

- a. Will the proposal have impacts in specific geographic areas (neighborhoods, areas, or regions)? What are the racial demographics of those living in the area?
- b. What does population level data, including quantitative and qualitative data, tell you about existing racial inequities? What does it tell you about root causes or factors influencing racial inequities?
- c. What performance level data do you have available for your proposal? This should include data associated with existing programs or policies.
- d. Are there data gaps? What additional data would be helpful in analyzing the proposal? If so, how can you obtain better data?

- A.** Yes, the Expo targets all of Sonoma County, with specific outreach efforts in high-risk wildfire zones and low-income communities.  
In past years, over 20% of attendees were Spanish-speaking farmworker families, highlighting the need for bilingual resources and culturally relevant preparedness training. Based on the latest Portrait of Sonoma, Sonoma County's population includes approximately 58% White, 29% Latinx, 5% Asian/Pacific Islander, and 2% Black residents.
- B.** Latinx and low-income communities face higher disaster vulnerability due to language barriers, limited access to emergency alerts and economic constraints that prevent preparedness investments. Past disasters in the county have disproportionately impacted communities with lower Human Development Index (HDI) scores, where financial hardship makes personal/family preparedness difficult.
- C.** Performance-level data from the previous expos and preparedness events show that bilingual outreach and partnerships with local organizations increase engagement among marginalized groups, as attendance has increased year after year.
- D.** There are gaps in the data, however the County does not track granular data on household emergency preparedness levels in the community. As there is no requirement to report data to the County, any requirement to collect, maintain, and/or provide information would likely be burdensome. Yet, tracking of event impact metrics, such as post-event preparedness actions taken by Expo attendees would be beneficial.

**3. Community Engagement: How have communities been engaged? Are there opportunities to expand engagement?**

- a. Who are the most affected community members who are concerned with or have experience related to this proposal? How have you involved these community members in the development of this proposal?
- b. What has your engagement process told you about the burdens or benefits for different groups?
- c. What has your engagement process told you about the factors that produce or perpetuate racial inequity related to this proposal?

- A.** The Wildfire and Earthquake Safety Expo is open to the whole community. Outreach is extended through different methods of communication, media/print, social media, and newsletters. There is also targeted outreach and advertisement to Spanish-speaking and farmworker communities through community-based organizations and service providers.
- B.** Providing messaging for community champions who can then provide word-of-mouth to residents about the benefits of attending: increased access to disaster preparedness information and resources and strengthened community trust and partnerships with public safety agencies.
- C.** Racial inequities in disaster preparedness stem from language barriers, economic disparities, and historical underrepresentation in emergency planning. Language barriers hinder Spanish-speaking residents from accessing critical disaster preparedness training, leaving them unprepared in crises. Economic disparities limit access to evacuation resources, transportation, and recovery aid, making it harder for low-income families, especially farmworkers, to respond effectively. Historical underrepresentation in emergency planning fosters mistrust in government-led initiatives, reducing participation and reliance on official preparedness efforts. Addressing these issues requires bilingual communication, financial accessibility, and inclusive planning to ensure equitable disaster preparedness.

**4. Analysis and Strategies: What are your strategies for advancing racial equity?**

- a. Given what you have learned from research and stakeholder involvement, how will the proposal increase or decrease racial equity? Who would benefit from or be burdened by your proposal?
- b. What are potential unintended consequences? What are the ways in which your proposal could be modified to enhance positive impacts or reduce negative impacts?
- c. Are there complementary strategies that you can implement? What are ways in which existing partnerships could be strengthened to maximize impact in the community? How will you partner with stakeholders for long-term positive change?
- d. Are the impacts aligned with your community outcomes defined in Step #1?

- A.** This proposal increases racial equity by providing bilingual disaster education, ensuring Spanish-speaking and immigrant communities have access to life-saving information. Hosting the event at Santa Rosa Fairgrounds improves accessibility for those facing transportation barriers. Additionally, targeted outreach expands awareness and engagement in historically underserved communities, strengthening overall preparedness.
- B.** As the proposal is for the allocation of funding for the event, negative consequences directly to the community are unlikely a result of this proposal.
- C.** To enhance the Expo's impact, outreach will be expanded through trusted messengers, including faith-based groups, non-profits and community-based organizations, and local businesses, ensuring information reaches diverse and underserved communities. Event materials and presentations will be culturally relevant and fully bilingual, ensuring accessibility for both English- and Spanish-speaking residents. These strategies will foster deeper community engagement and improve disaster resilience across Sonoma County.
- D.** Yes, the impacts are aligned with the intended outcomes of improving disaster preparedness knowledge, ensure bilingual and culturally competent outreach, enhance coordination between emergency responders, community-based organizations, and local businesses to foster a culture of preparedness, and promote equitable access to disaster preparedness resources. The focus on multi-method outreach directly supports these goals.

**5. Implementation: What is your plan for implementation?**

<b>Describe your plan for implementation:</b>			
The Department of Emergency Management (DEM) will collaborate with Fire Safe Sonoma and other involved organizations to plan and execute the Wildfire and Earthquake Safety Expo Event. The event will feature hands-on preparedness training, resource booths, and live demonstrations from emergency responders.			
<b>Is this implementation plan:</b>	<b>Yes</b>	<b>No</b>	<b>I'm Not Sure</b>
Realistic?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequately funded?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Adequately resourced with personnel?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequately resourced with mechanisms to ensure successful implementation and enforcement?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequately resourced to ensure on-going data collection, public reporting, and community engagement?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>If the answer to any of these questions is no, what resources or actions are needed?</i>			
At this time, anticipated grants, local agency contributions, corporate sponsorships and in-kind volunteer hours and equipment donations are anticipated to fill the funding requirements for this event. While this Board item includes requests for funding for the facility rental and bilingual marketing and community outreach, it is unknown if any additional costs may arise with the venue move to a centralized location within Sonoma County.			

**6. Accountability and Communication: How will you ensure accountability, communicate, and evaluate results?**

- a. How will impacts be documented and evaluated? Are you achieving the anticipated outcomes? Are you having impact in the community?
- b. What are your messages and communication strategies that will help advance racial equity?
- c. How will you continue to partner and deepen relationships with communities to make sure your work to advance racial equity is working and sustainable for the long-haul?

- A.** Impacts will be documented through review of event attendance, which may also include self-registration or check-in documentation.
- B.** Communication strategies will focus on strategies for making available culturally and linguistically appropriate messaging, ensuring information is accessible to all. Partnerships with community organizations, like COAD, will ensure messaging resonates with vulnerable and underserved populations
- C.** To sustain racial equity efforts, ongoing coordination meetings with community and service organizations will ensure continuous engagement, feedback, and collaboration. Future preparedness events will be amplified through community-led initiatives and workshops. MOUs with key partners will formalize long-term involvement in emergency planning. Sustainable funding strategies, including grants and public-private partnerships, will support continued outreach. Embedding racial equity goals into emergency management policies will ensure equitable access to preparedness resources for all residents.