Invest in Young Minds, Engage & Strengthen Community, Transform Lives

Library Board President – Matthew Wilding
A. Call to Order
B. Consent Agenda – Action
   o Minutes: July 2, 2019
   o Special Event Applications (4)
C. Public Comments and Communications
D. Foundation Report – Charity Tyler
E. Friends of the Library Report – Libby Slappey
F. Board Education:
   o Equity Lens – April Wing, City Manager’s Office
   o Restorative Justice – Judy Goldberg and Jenny Schulz, Kids First Law
G. Library Board Committee Reports
   o Finance Committee – Randy Ramlo, Committee Chair
     • No Action
   o Personnel and Policy Committee – Clint Twedt-Ball, Committee Chair
     • No Action
   o Advocacy Committee – Jade Hart, Committee Chair
     • No Action
H. Library Director’s Report
I. Old Business
J. New Business
K. Adjournment

The next Board of Trustees meeting is set for Sept. 5 at 4 pm, Community Room, Ladd Library.

Key Dates and Details:
Aug. 6: Gadgets and Gizmos, 10-11 am, Ladd Library.
Aug. 8: I’m Ready for Kindergarten, 6-7:30 pm, Downtown Library.
Aug. 13: Kitchen Garden, 10-11 am, Ladd Library.
Aug. 20: Everyday Apps, 10-11 am, Ladd Library. Also Downtown on Aug. 23.
Aug. 28: Bookish Arts and Crafts – Rolled Paper Mat and Pencil Holder, 6-7:30 pm, Downtown Library.
   Also at Ladd on Aug. 29.
DRAFT Meeting Minutes
Cedar Rapids Public Library
Board of Trustees
July 2, 2019

Board members in attendance: [Vice President] Jade Hart, Susie McDermott, Monica Challenger (via phone), Hassan Selim, Mary Sharp (via phone)

Board members unable to attend: [President] Matthew Wilding, Randy Ramlo, Clint Twedt-Ball, Harriet Kalinsky

Staff in attendance: [Library Director] Dara Schmidt, Amber McNamara, Erin Horst, Jessica Musil, Patrick Duggan

Others: Libby Slappey, President, Friends of the Cedar Rapids Public Library; Charity Tyler, Executive Director, Cedar Rapids Public Library Foundation

A. Call to Order
   - Ms. Hart called the meeting to order at 4 pm.
   - The meeting started without having established a quorum. The order of the agenda was changed as reflected below.

B. Public Comments and Communications
   - There being none, the meeting continued.

C. Friends of the Library Report – Libby Slappey
   - The Friends will host two coinciding book sales this Saturday: Farmers Market on the Library’s Urban Plaza and at the Cherry Building for PrideFest.
   - Ms. Slappey reported she received information from Ms. Hart regarding a Friends group, who presented at the American Library Association (ALA) conference, which sells books on Amazon. The venture has been successful for that group. Ms. Slappey noted the Friends sell a few valuable books online and would be open to doing more but further volunteer support is needed.

D. Foundation Report – Charity Tyler
   - Ms. Tyler passed out copies of a document detailing donor gifts’ support of the library for FY20; this includes the new support of Hoopla.
   - End of the year financial reports are being compiled and the Foundation feels confident that it will end the year positively.
   - The second annual Back to School Social is scheduled for Aug. 10 from 10 am-noon. This event, which highlights the Dolly Parton Imagination Library (DPIL) program, will feature bus rides. The Foundation also hosted its first Ada Van Vechten Society event in June.
   - Ms. Tyler attended DPIL’s Homecomin’ Conference with the Library’s Programming Manager Kevin Delecki, and ALA. Later in July, she will attend and present at the International Public Library Fundraising Conference in Calgary. Ms. Schmidt will also attend.

E. Board Education: ALA Report – Amber McNamara, Dara Schmidt, and Jade Hart
   - Ms. McNamara, Ms. Schmidt, and Ms. Hart all attended the American Library Association (ALA) conference in June. Ms. McNamara and Ms. Schmidt presented, along with City Manager Jeff Pomeranz, about advocacy efforts. The conference was held in Washington, DC, and included speakers such as Sonia Sotomayor, Hoda Kotb, and George Takei.
   - Ms. Schmidt passed out copies of the book Palaces for the People by Eric Klinenberg, who also presented at the conference. The premise is to create and support social infrastructure, such as libraries, schools, and communal spaces, to in turn create strong and supportive communities. She requested that trustees read the book and think about it in ways to improve our library for our community.
Ms. Sharp joined the meeting via phone at 4:39 pm. Quorum was established.

F. Consent Agenda – **Action**
   - Minutes: June 6, 2019
     - *Mr. Selim motioned to accept the consent agenda. Ms. McDermott seconded. The motion carried with unanimous approval.*

G. Library Board Committee Reports
   - Nominating Committee – Clint Twedt-Ball, Committee Chair
     - **Action:** Slate of Officers FY20
       - The committee nominates Matt Wilding as President and Jade Hart as Vice President to complete a second one-year term. *The motion to confirm the Slate of Officers for FY20 carried with unanimous approval.*
   - Personnel and Policy Committee – Clint Twedt-Ball, Committee Chair
     - **Action:** Policy 3.02 Unattended Children
       - The committee’s only recommendation was to remove the word ‘serious’.
     - **Action:** Policy 3.07 Special Event Alcohol Use Policy
       - There are no recommended changes to the policy. *The motion to reaffirm all of the policies as presented in the packet carried with unanimous approval.*

Ms. Sharp excused herself from the meeting at 4:43 pm.

   - Finance Committee – Randy Ramlo, Committee Chair
     - Ms. Schmidt reported that the fiscal year closed on June 30. As a reminder, there will not be a finance report next month as the City will need time to close out the fiscal year.
     - Ms. Schmidt also noted that the Library had extra money remaining in June and spent this on more materials and furniture to replace the table and bench seating between Holds and the Friends Book Nook.
   - Advocacy Committee – Jade Hart, Committee Chair
     - There being no action or discussion items, the meeting continued.

H. Library Director’s Report
   - Ladd Library plans to re-open Saturdays on this Saturday, July 6. The leadership team is also in the process of hiring positions to support Ladd Library, including a programming librarian and branch supervisor.
   - The Downtown Ambassadors program has been active for one month. Data for the first month has been compiled. Ambassadors report 552 interactions with people and of those, 502 were deemed productive. Of these interactions, they resulted in 99 referrals for social and human services, one 911 call, and seven police interactions. Most of the reminders given to park users were in regards to smoking and drinking rules in the park and library property. They also report picking up 206 pieces of trash and 76 pieces of recyclable materials.
   - The Library is starting work in the Implicit Bias portion of the strategic plan, which includes staff completing several implicit bias tests from Harvard University. Staff will not share the results with their manager.
   - The Metro Library Network (MLN) finished another successful year with its OutLoud! Author Series. The program brought in more than 1,000 attendees to the program at the Hotel at Kirkwood Center.
• Ms. Schmidt showed trustees the library’s new charging station for patrons. This branded station allows patrons to charge devices with a variety of charging cable connection types, such as Apple and Android. The stations are small and mobile so we can move use anywhere in the library and move them as needed to meet patrons’ needs.

I. Old Business
   • There being no old business, the meeting continued.

J. New Business
   • There being no new business, the meeting continued.

K. Adjournment
   • There being no further business, the meeting adjourned at 4:56 pm

The next Board of Trustees meeting will be held on Thursday, Aug. 1, 2019, at 4 pm in the Conference Room at the Downtown Library.
Special Event Application

This application must be submitted for special events requiring alcohol at least **60 days** prior to the date of the event. An approved certificate of liability (including additional documentation if required) must be received 30 days prior to the event date. Events requesting alcohol are subject to Board of Trustees approval and guidelines in the Board Policy 3.08 – Special Event Alcohol Use. Board meetings are held the first Thursday of each month at 4 p.m.

Please return the completed application to: Cedar Rapids Public Library, 450 Fifth Avenue SE, Cedar Rapids, Iowa 52401; email **events@crlibrary.org**.

Name of Contact Person: **Jenn Draper**

Name of Organization: **Cedar Rapids Metro Economic Alliance**

Address: **501 First Street SE**

Phone: **319-310-2026**

Email: **jdraper@cedarrapids.org**

Name of Event: **Iowa Chamber Alliance Cocktail Reception**

Date of Event: **Aug 21**

Location of Event: **LivingLearning Roof**

Time of event start: **5:30 p.m.**
End: **7 p.m.**

Setup start: **4 p.m.**
Cleanup end: **7:30 p.m.**

What type of audience is this intended for: **business adults**

Number of attendees/participants: **50**

Will there be a fee to attend? **No**

Will you serve alcohol at the event? **Yes**

If selling alcohol, who holds the liquor license for your event? **Dostals Catering**

Who holds all necessary special event insurance for the event? **Cedar Rapids Metro Economic Alliance**

Applicants Signature: **Jennifer Draper**

Date: **7/25/2019**

Applicants Printed Name and Title/Organization: **Jennifer Draper, Event Planner CR Metro Economic Alliance**
Special Event Application

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Name of Contact Person: Brynna Sytsma
Name of Organization: Transamerica
Address: 6400 C Street SW Cedar Rapids, IA
Phone: 319-355-4871
Email: Brynna.sytsma@transamerica.com

Name of Event: Global Talent Acquisition Day Networking Event
Date of Event: 9/4/19
Location of Event: Whipple Auditorium

Time of event start: 4:00 PM
Setup start: 3:30 PM
End: 6:30 PM
Cleanup end: 7 PM

What type of audience is this intended for: HR/Talent Community Members
Number of attendees/participants: 100
Will you serve alcohol at the event? Yes
Will there be a fee to attend? No
If selling alcohol, who holds the liquor license for your event? N/A
Who holds all necessary special event insurance for the event?

Applicants Signature: [Signature]
Applicants Printed Name and Title/Organization: Brynna Sytsma
[Title]

Popsi Catering
Date: 7/30/19

[Signature]
Special Event Application

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**Name of Contact Person:** Cathy Dunklin

**Address:** 3000 J Street SW, Apt #2406

**Phone:** (319) 431-1176

**Email:** cathydunklin@gmail.com

**Name of Event:** Private Celebration

**Date of Event:** 9/7/19

**Location of Event:** Living Learning Roof

**Time of event start:** 8:30 p.m.

**Setup start:** 8 p.m.

**End:** 11 p.m.

**Cleanup end:** 10:30 p.m.

**What type of audience is this intended for:** Friends / Family

**Number of attendees/participants:** 80/90

**Will you serve alcohol at the event?** Yes

**Will there be a fee to attend?** No

**If selling alcohol, who holds the liquor license for your event?** Hyvee Catering

**Who holds all necessary special event insurance for the event?**

**Applicants Signature:** Cathy Dunklin

**Applicants Printed Name and Title/Organization:** Cathy Dunklin

**Date:** 7/29/19
Special Event Application

This application must be submitted for special events requiring alcohol at least 60 days prior to the date of the event. An approved certificate of liability (including additional documentation if required) must be received 30 days prior to the event date. Events requesting alcohol are subject to Board of Trustees approval and guidelines in the Board Policy 3.08 – Special Event Alcohol Use. Board meetings are held the first Thursday of each month at 4 p.m.

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Name of Contact Person: Laura Smith
Name of Organization: L. Smith Art Studio
Address: 201 34th St SE CR IA 52403
Phone: 319-431-5280
Email: LSmithartstudio@gmail.com

Name of Event: "Painted Poured & Smashed"
Date of Event: Sept 13, 2019
Location of Event: Living Learning Roof

Time of event start: 5pm
End: 8pm
Setup start: 4pm
Cleanup end: 9pm

What type of audience is this intended for: Open house for Art Exhibit 3rd Floor Galleries
Number of attendees/participants: unknown
Will you serve alcohol at the event? Yes
Will there be a fee to attend? No
Who holds the liquor license for your event? 1st Avenue Wine House, Traci Weber
Applicants Signature: [Signature]
Date: 7/29/19
Applicants Printed Name and Title/Organization: Laura Smith, L. Smith Art Studio
June is our busiest programming month of the year with more than 10,000 people attending programs. We saw an increase in attendance both on-site and off-site as compared to last year. It is also our busiest month for general visitors to the library, with more than 58,000 visits to our buildings. We continue to see major increases in our ebook/audiobook and other digital items throughout the month of June. Our digital content is up to nearly 20,000 items per month as compared to 12,000 in June of 2018. This continues to be an increasingly utilized part of our collection and we anticipate that will just increase, especially as people discover our newest service, Hoopla, which started in July.
C.R. Community Foundation has fall grant opportunities

**EASTERN IOWA BRIEFS**

**CEDAR RAPIDS**

St. Pius X to host inaugural festival starting Friday
St. Pius X Catholic Church will host an inaugural festival called Summerfest from Friday through Sunday.

*Highlights of this event at 4841 Council St.*, including both the Company Carnival, a raffle, food fest, live music and garden games include: a small-town carnival, food, bounce house, kids paint, photo opp, crafts, and hayride.

The St. Pius X Summerfest will raise funds for the church through 9/11, cash raffle prizes, silent auction and marketplace.

The festival will be held Friday from 6 to 11 p.m., Saturday from 11 a.m. to 11 p.m. and Sunday from 11:30 a.m. to 11 p.m. No one under age 18 is allowed.

**HAWAII**

Witwer Children’s Therapy celebrates 25 years
Cedar Rapids entrepreneur and Lake’s Widow, Karen Witwer, has dedicated herself to helping others in need. It’s a mission that’s grown since she lost her husband, and it’s celebrated in her Community Foundation.

To help meet the needs of children in need, she created the Tenderloin Kids Club. It’s one of the many organizations that benefit from the Community Foundation.

In celebration of their 25th anniversary, the Community Foundation is hosting a celebration this weekend.

**AMANA**

Amana Colonies hosts cycling, hiking events this weekend
Enjoy the outdoors in the Amana Colonies with their annual Bike and Hike Weekend.

This event highlights exercise, the outdoors and the historic Amana Colonies. Bring your walking shoes, as there are events and special areas to enjoy.

Saturday is the beginning of the weekend. "The Bear's Bike." This 22-mile bike ride is ideal for riders training for MARGA. The trail begins and ends at Min-Aqua Dam while taking participants to neighborhoods south of the Amana Colonies and includes several scenic breaks.

Amana Colonies gravel bike races are also featured this weekend. These gravel bike races include the Amana Colonies gravel bike race and a half-marathon. Both races will benefit the Amana, High Amana and West Amana. Amana Colonies' biking community will travel through both the villages and into the countryside. Pre-registration is required and designates the villages that feature samples of local, historical sites, art and antique galleries. There are also two trails outside of the villages through the timberland or around the Lily Lake.

**WALCOTT**

100th birthday celebration to be held Friday for historic Iowa 80 Trucking Museum will host a celebration for its 100th birthday on Friday, Sept. 23 at 2:30 p.m. This event will coincide with this weekend’s Iowa 80 Truckers Jamboree, which is Thursday through Saturday.

The public is welcome to attend the celebration.

The century-old trucks are a 1939 International Model F and a 1939 Ford, equipped with a 20-spline 17 mph and 1,200 lb-ft of power. These trucks were used as part of the Amana Colonies' delivery service. The event will include a tour of the museum and a special exhibit of the historical trucks.
Community

Things to do today

Public survey to guide strategic planning is open through Tuesday
By Matthew Arnett, The Gazette

CEDAR RAPIDS — Linn County Conservation is hoping another feedback forum will develop a plan to guide its parks and natural areas over the next decade.

Staffers have put out an online public survey at https://www.surveymonkey.com/r/LCCneo which is open until Tuesday, with the hopes of reaching underserved populations in particular. Daniel Gibbons, with the conservation department, said staff also is working to connect with nonprofits and community leaders that might better know who those people might be.

There are populations in our city especially and other areas that just are not engaged with natural and that just because it’s in the park doesn’t mean they think they can’t grow up with it,” Gibbons said. “As simply there’s not awareness of the opportunities. And more importantly, don’t have the resources to access it.”

That county’s emphasis on underserved populations falls in line with one of the National Recreation and Park Association’s three areas of emphasis for the year, which is equity to ensure all people have access to parks and recreation.

The survey will inform the

Linn County Conservation aiming to serve all residents

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Eastern Iowa Briefs

CEDAR RAPIDS

Public library offers new digital download service
The Iowa City Public Library is offering a new digital service called Hoopla, offering residents access to downloadable books, audio books, music, movies and television delivered directly to their devices.

Books can be accessed through the Cedar Rapids Public Library website (library.org) or the Hoopla mobile app by downloading the Hoopla app from the Apple Store, Google Play or Amazon. The service provides five free downloads a month.

The library offers digital e-books, audiobooks, movies and music through a variety of other online services that can be found in the library’s catalog. Hoopla is unique in that there is no waiting list for items, up to five items can be downloaded per month without having to wait for the due date to be returned from the last person.

For more information, call 291-281-4030 or go to library.org.

Registration now open for foster care back-to-school rally
A back-to-school rally for children in foster care, relative placement or who were adopted from foster care will be held from 3 to 4 p.m. on Aug. 31 at Hazelwood Downs Keno Center, 4460 Sixth St.

Each child attending must be registered online or calling the rally on or before Aug. 15 to attend this free annual event, where they’ll receive a free backpack and school supplies. New this year at the rally are a bounce house, dunk tank and hot dogs.

For more information, call 319-284-9706, or e-mail office@fifsia.org.

Iowa City

Vote for fictional pig, real president at fair mock election
Johnson County Fair visitors can choose their favorite fictional pig character, along with U.S. presidential candidates, in this year’s mock election hosted by the Johnson County Auditor’s Office.

Mock election voting will be open from 10 a.m. to 7 p.m. now through Aug. 18 in Building B at the Johnson County Fairgrounds. Voters of all ages will be able to vote using real voting equipment.

The mock election also will include Democratic and Republican candidates for president.

Results will be posted online during the fair at https://www.johnsoncounty.gov/dept_agriculture_elections.aspx.

Marion

Art groundbreaking for annual living memorial is Tuesday
This year marks the 50th anniversary of the Apollo 11 landing on the moon and the 50th birthday of the Marion-East Cedar Rapids Rotary Club. The ‘Rocky’ Club of Marion-East Cedar Rapids wanted to do something to celebrate both occasions.

Inspired by the work of the Arthur Collins Ornithological Association to capture and release migratory birds, the club turned to the idea of an annual living memorial as well as the work of Arthur Collins. Collins discovered employees and other local contributors, the Rotary is creating a tribute in their honor.

One significant milestone in this journey was the Echo Satellite program and the Collins Radio antennas located near Marion on Echo Hill Road. After consulting with the Marion Parks and Recreation Commission and the Marion Art Council, site ideas were formed to create an interactive art piece inspired by the Echo antennas and have it integrated with the Low-Power Inclusive Playground.

The project, titled “Echo Hill Station,” is scheduled to begin with a groundbreaking ceremony at noon Tuesday near the inclusive playground at the Irish Drive entrance to the park. “Echo Hill Station” is scheduled for completion by June 2020.
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<td><strong>Promote understanding, acceptance, inclusion, and diversity through internal practice</strong></td>
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<td>Include Empathy-Driven Enforcement, Implicit Bias, and Emotional Intelligence in New Hire and biennial training plans</td>
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<td>Participate in Project Implicit self-assessments to determine baseline and identify training focus for future years</td>
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<td>Work with City HR to audit and recommend best practices for hiring a diverse and inclusive workforce</td>
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<td>Research and recommend Equity Lens assessment and process to evaluate current policy and procedure</td>
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Department Updates

*Community Relations* has hosted several events in the past month, including lots of life celebrations in our spaces. We are working on new training materials for our meeting room spaces, as well as more promotional materials to solicit more special events in our spaces. We worked with a local school group to host a blood drive this month, which was a great success. We are developing outreach opportunities for the month of September to increase library card holders. We have developed a marketing plan and an outreach plan designed to target special audiences so that we are very deliberate about our reach.

Additionally, we have begun using our new messaging platform to send automated messages, including one which is a Net Promoter Score survey. This is sent weekly to a random sample of people who are active card holders (meaning they've checked out an item from the library recently) and it asks some basic customer service questions. No one would receive this more than once, nor would it go to non-users or someone who hasn't been in our buildings recently. This should help us determine the quality of experience a patron is having when using the library. We'll use this same system to begin messaging new card holders with a special campaign in August, which we hope will help with our card holder retention.

As we reach the end of July, we will bid a fond farewell to our Summer Reading Corps members. Collectively this team has put in approximately 1,200 hours of assistance in two months with the Library's Summer Dare. Their work focused on preventing summer learning loss and centered around the Summer Dare, the Summer Dare Everywhere, the Downtown Library experiential tours with Kids on Course, and several other Library programs in the community. We are also thrilled to have MJ Eyzaguirre return for a second year with the AmeriCorps VISTA program.

Volunteer Hours in June 2019: Downtown = 426.75; Ladd = 141.75 Total = 568.5

The *Materials* department is working through data collection for the previous fiscal year. We've seen great success with our expanded QuickPick section Downtown and are expanding the section at Ladd in response. Thanks to the support of the Cedar Rapids Public Library Foundation, we've been able to launch Hoopla this month. The service is being quickly adopted with patrons. It's simple to use and has exciting content available without holds lists. We're also preparing for the rebranding of our popular database Lynda.com. Lynda was purchased by LinkedIn in 2015 and all branding will change over to LinkedIn Learning in the Fall of 2019. This has raised privacy concerns in the library community. We have assurance from the vendor that patrons will be able to create accounts using minimal information and have control over privacy settings to decide how much they share.

July has continued the success of this summer in the *Programming* Department. Thousands of residents, from newborns to Betty (who is 100 years old!), have participated in our programs at both library locations, and at nearly a dozen locations throughout the community. The Programming staff has continued to do amazing things – really working to stretch the boundaries of what this department offers. We are also excited to getting ready to launch Growing Readers in the fall – our first prenatal reading program encouraging expectant moms and their support people to read to baby before baby is born! Summer Dare has continued to show incredible success as well – nearly 4,150 people have registered, and more than 1.57 MILLION minutes have been read!

*Public Service.* Ladd has had great success in starting to be open on Saturdays. The first few Saturdays have seen great attendance and appreciation from our community. An offer has been made and accepted for our new Public Service Librarian position at the downtown library. The application process is underway for our new Public Service Associate positions. For five posted positions, we received 213 applications.

*Technology Solutions* purchased a new data storage server for the Downtown building. They've completed the installation and the data transferred over without issue. The team will work on longer range replacement plans for the staff computers and interactive technology in the buildings.
Great Stories

I recently signed up for the YMCA, and as I was leaving the building, a woman nearby was saying how she loves the Y, has been coming since she was 19 (she is now 62) and was just happy I had signed up. The coolest part of the conversation was when she said that the Y and the library are the two places around town where there is diversity and people of all different background can come together as a community. I had not even mentioned I worked at the library, to prompt her to say that! But I thought it was really sweet of her to share. – Nazanin Hosseini

Here are a few recent great stories:

- I was working reference on night this week and there was a young lady that asked me if we had any LGBTQ books and we started looking and chatting and she explained that she was ready to come out and she was preparing for this by reading up on the experiences of others going through the same thing. She continued that she was revisiting her diary from three years ago and had come out to herself that long ago and had forgotten about it... as we looked for titles, we found a book of queer writers that were writing letters to their younger selves and it fit perfectly with her position of reflection over time through writing as well as wanting advice as a young person. It also fit the bill because it wasn’t an obviously LGBTQ title as she was concerned about her mom finding her reading it... She was so very happy and seemed relieved and excited to be sharing this very important life experience with someone. I am honored to be the one that got to help her that day.

- Bad news first: the Gardens of Cedar Rapids were not able to join us for The More We Get Together this week. The good news: People have really connected. When I announced that (obviously) our friends would not be able to join us yesterday, one mom commented that her five year-old had been jumping up and down with excitement that morning because he was going to see Lyle, his friend from The Gardens. I had asked the group to make a picture to send to our friends to let them know that we missed them, and without prompting, two different patrons made theirs specifically for their “usual friends.” Jackson made a card for Lyle with details of the stories that he had been told over the course of the last few weeks – outdoors fun and apples trees like the ones Lyle grew up climbing and baking from and Bailey (5) made a card for her friend, Betty (100). There were a lot of feelings. – Meredith Crawford

Today our planned aquarium event didn’t happen, and as a result the patrons that showed up to participate had to be told the event was cancelled. Some left disappointed. However, one such patron had a different reaction. A young boy said loudly to his mother and sister as they were heading towards the exit, "Awww, I guess we'll go home then..." but then stopped and declared, "Wait! We can check out books!" At which point the entire family turned around and excitedly began searching for library material to enjoy. It was quite adorable. – Sidney Christiansen

A Patron called in this morning to thank the library for being so kind, friendly, and helpful while he was here. He was very grateful and said he really enjoyed his time at the library. What a wonderful thing to hear. – Brenna Donnelly
Social Equity Impact Assessment

When equity is not consciously addressed, inequality is often unconsciously replicated. – www.racefoward.org

What is a Social Equity Impact Assessment?
A Social Equity Impact Assessment is a systematic examination of inequalities among groups that will likely be affected by a proposed action or decision. Social Equity Impact Assessments are used to minimize unanticipated adverse consequences in a variety of contexts, including the analysis of proposed policies, institutional practices, programs and services, plans and budgetary decisions.

When do I use this assessment?
Use the Social Equity Impact Assessments as a way to examine the impact of current or future procedures, policies, services, programs, or budget decisions on underserved populations in Cedar Rapids. The questions are meant to help departments and the organization analyze how programs, policies, and decisions can either perpetuate or prevent discrimination and can be used for identifying new options to remedy long-standing inequities.

The persistence of disparities and divisions across society, often invisible and unintentional, produces inequitable social opportunities and outcomes. – www.racefoward.org

How do I use this assessment?
Step 1 – Set Outcome: Use the desired outcome to guide analysis.

Step 2 – Involve Stakeholders and Analyze Data: Gather information from the community and staff on how the issue benefits or burdens the community in terms of equity.

Step 3 – Determine Benefit and/or Burden: Analyze issue for impacts and alignment with equity outcomes.

Step 4 – Development, Implementation and Evaluation: Develop strategies to create greater equity or minimize unintended consequences. Track impacts, document unresolved issues, plan for the long term and apply best practices.

Social Equity Impact Assessment

Title of program, service, or policy:

Briefly describe the proposed action:

Department:
Contact:
Assessment conducted on:
  □ Policy
  □ Program/Service

Step 1: Set Outcome
What is the desired outcome or goal?
What does the proposal seek to accomplish? Will it reduce disparities or discrimination?

What equity opportunity area will this issue primarily impact?

  □ Community Development
  □ Health
  □ Environment
  □ Jobs
  □ Housing
  □ Other: ____________
  □ Criminal Justice

1. For the program, service or policy you are developing or revising, do you know what’s driving the need for a new/revised program, service or policy? Are you using the demographic resources to confirm these drivers?

2. Do you know what other program, service or policy are offered for, and used by, the audience you are developing the new/revised program, service or policy?

3. Who are the groups affected by this program, service or policy (race, ethnicity, socioeconomic status, age, gender, sexual orientation, disability)? How will each group be affected?
Step 2: Involve stakeholders and analyze data

Are there impacts on geographic areas?

Yes  No

Check all quadrants that apply

☐ NW  ☐ NE  ☐ SW  ☐ SE

Check all neighborhoods that apply

☐ Cleveland  ☐ Mound View  ☐ Westdale Area

☐ NW Neighbors  ☐ Noelridge Park  ☐ Oak Hill Jackson

☐ Kenwood Park  ☐ Taylor Area  ☐ Wellington Heights

1. What are the demographics of those living in the area or impacted by the issue?

2. How have you involved community members and stakeholders?
   a. Do you initiate public involvement processes when creating new or revised program, service or policy?
   b. Do you recognize and use the knowledge of staff who have insight into the audience you are targeting by involving them in the design/review process?
   c. Do you know what other areas within the organization may be impacted by the program/service or policy or who may be able to assist with its development?
   d. Do you connect with agencies, groups or outside experts who have insights or work with the audience you are trying to reach to ensure program or policy development is appropriate?
   e. Do you engage community leaders from target audience in the:
      i. Planning and needs assessment phases
      ii. Development, implementation, and evaluation phases?

3. What does data and your conversations with stakeholders tell you about existing inequities that influence people’s lives and should be taken into considerations?
Step 3: Determine Benefit and/or Barriers

1. Do you know what barriers exist that prevent, or limit, your target audience from participating in existing program/service or policy? If so, what diversity and inclusion practices might address these barriers?

2. How will the program/service or policy increase equity?
   a. What benefits may result?
   b. Will it benefit the wider community?
   c. What are potential unintended consequences?
   d. Are the impacts aligned with your desired outcome?

3. How does the proposed action expand opportunity and access for individuals to City services?

4. How is the proposed program/service or policy designed to ensure that a full diversity of people can participate and benefit with dignity?
   a. Easy access to transportation, accessibility, safety concerns
   b. Respect for faith or spiritual practices, dietary or translation needs
   c. Meeting times, locations, and structures vary to accommodate various work schedules
   d. Skilled staff able to work with diverse populations, sensitive to needs, competent
   e. Advertising in various formats and venues appropriate to reaching intended audiences
   f. Acknowledging hesitation to provide personal information when registering in program or service
   g. Seeking input from participants following program or service
   h. Engaging with those who did not participate to find out what barriers they faced
Step 4: Development, Implementation and Evaluation

1. What is your timeline for implementing this program/service or policy?

2. What are the short term strategies to reach your desired equitable outcome?

3. What are your long-term strategies to reach your desired equitable outcomes?

4. What are the mechanisms in place to ensure accountability (such as equity-focused benchmarks or indicators)? How will impacts be document and evaluate?

5. What is unresolved? What resources/partnership do you still need to make changes?

6. Are the long term needs of residents from different equity groups considered in our long term planning?

7. Are there good equity and inclusion practices in other cities, departments or community organizations that can inform the implementation?

8. What human and financial resources are required to address equity and inclusion in the implementation of this program/service or policy?

Step 5: Report Back

1. Share information learned from evaluation with leadership.
Sources:


Social Equity Impact Assessment

Pilot Group 2018-2019

A Social Equity Impact Assessment is a tool used to examine the impact that current or future procedures, policies, services, and programs have on underserved populations. The assessment helps departments and the organization understand how programs, policies, and decisions can either perpetuate or prevent discrimination. It assists in identifying barriers or burdens that prevent citizens from being able to participate or benefit from a city service or program in an equitable manner. The assessment challenges employees to develop new strategies to create greater equity or minimize unintended consequences to diverse populations including race, ethnicity, sex, gender, socio-economic status, age, disability, etc.

The persistence of disparities and divisions across society, often invisible and unintentional, produces inequitable social opportunities and outcomes. – www.racefoward.org

Social Equity Impact Assessment Process

Step 1 – Set Outcome: Use the desired outcome to guide analysis.
Step 2 – Involve Stakeholders and Analyze Data: Gather information from the community and staff on how the issue benefits or burdens the community in terms of equity.
Step 3 – Determine Benefit and/or Burden: Analyze issue for impacts and alignment with equity outcomes.
Step 4 – Development, Implementation and Evaluation: Develop strategies to create greater equity or minimize unintended consequences. Track impacts, document unresolved issues, plan for the long term and apply best practices.

Pilot Group Members

- John Riggs – Building Services
- Sara Buck – Community Development-Housing
- Diane Muench – Finance-Purchasing
- Mike O’Neill – Parks & Recreation
- Amanda Grieder – Police-SAFE-CR
- Brenna Fall – Public Works-Engineering
- Brad DeBrower – Transit
- Kevin Kirchner – Utilities-Water
Code Enforcement Cases in Court
Department: Building Services  Staff: John Riggs

**DESIRED OUTCOME:** To reduce disproportionate impact on citizens by analyzing the number of code enforcement cases that are sent to court to identify if these cases are isolated to specific demographics.

**EQUITY OPPORTUNITIES:** Housing and Criminal Justice

**STAKEHOLDERS/TARGET POPULATION ENGAGED:** Citizens or businesses who have had municipal infractions filed against them for violations of the property maintenance code, building code & zoning code.

**BARRIERS/BURDENS IDENTIFIED:** As code cases are in the legal system we are limited to what data can be shared outside parties. Some of the data was inconclusive, however, the data that was available demonstrates the largest majority of the code cases in court are white males in owner-occupied residences in the SW quadrant.

**PROPOSED MODIFICATIONS TO THE POLICY/PROGRAM:** There are no proposed modifications to the process at this time. Building Services staff will continue to run periodic court case reports to monitor for signs of inequitable practices.

**IMPACTS TO THE TARGET POPULATION:** The data analysis of current court cases indicates the current process is equitable and does not disproportionately impact the demographics we reviewed.

**DOCUMENTATION AND MEASUREMENT:** For this assessment staff evaluated 95 court cases from 2018 and documented several types of violations, property type & other key items to ensure an accurate overview including general violations and violation by type, property type (owner occupied, rental, and other), violations by quadrant, property values, race, and gender.
Housing Choice Voucher Program (Section 8) Administrative Plan

Department: Community Development – Housing Services

Staff: Sara Buck

DESIRED OUTCOME: To reduce the number of individuals denied from the Housing Choice Voucher (HCV) Program by identifying and reducing barriers within the Administrative Plan for citizens with a history of criminal activity or evictions.

EQUITY OPPORTUNITIES: Housing and Criminal Justice

STAKEHOLDERS/TARGET POPULATION ENGAGED: Low-income citizens seeking housing assistance are the target population. Staff reviewed similarly sized housing authorities' policies, reached out to landlords that currently participate in the program, and discussed barriers with local social service providers.

BARRIERS/BURDENS IDENTIFIED: Current policy requires a denial of assistance if, within the last five years, a felony charge was received or if the family was evicted from federally funded housing. Many individuals do not take advantage of the appeal process, even though circumstances may warrant admission.

PROPOSED MODIFICATIONS TO THE POLICY/PROGRAM: Proposed modification includes amending the Administrative Plan by reducing the time frame from five years to three years for denial of assistance for a felony conviction or eviction from federally funded housing.

IMPACTS TO THE TARGET POPULATION: This will reduce barriers for those seeking affordable housing, which will hopefully deter future offenses and provide stable housing to those working to rebuild their lives.

DOCUMENTATION AND MEASUREMENT: Since the Administrative Plan changes were due to HUD by April 17, 2019, these changes have already gone before City Council for approval and will take effect on July 1, 2019.

CD-Housing will keep data on individuals/families that would have been previously denied and success rates. Since housing is provided by private owners/landlords, leasing may be challenging, so staff will look for additional opportunities to partner with social service agencies in the community to assist with these efforts. If tenants re-offend, they will be terminated from the program and those statistics will also be tracked. If a family moves to another jurisdiction, the location will also be documented.
Targeted Small Business (TSB) – Businesses Owned by Women, Minorities, Veterans and Individuals with Disabilities

**Department:** Finance – Purchasing

**Staff:** Diane Muench

**DESIRED OUTCOME:** To increase opportunities for targeted small businesses (TSB) to bid on city projects by identifying and removing barriers within the registration process and increasing efforts to promote the program to these businesses.

**EQUITY OPPORTUNITIES:** Employment

**STAKEHOLDERS/TARGET POPULATION ENGAGED:** Surveyed purchasing entities across the state. All utilize the Iowa Economic Development Targeted Small Business (TSB) list.

**BARRIERS/BURDENS IDENTIFIED:** At the beginning of this assessment, only 3 small businesses had submitted the paperwork to be identified as a small disadvantaged business in order to take advantage of the additional 2% preference. The process required the small business to register on the System for Award Management (SAMS) website, obtain a DUNS number and submit the paperwork to the City. Research showed that there were 42 vendors from Linn County who were on the Iowa Targeted Small Business (TSB) list, a program designed to help women, individuals with minority status, service-connected disabled veterans and individuals with disabilities.

**PROPOSED MODIFICATIONS TO THE POLICY/PROGRAM:** Proposed modifications include streamlining the process for small business preference process by utilizing the state TSB list and eliminating the requirement for TSBs to register on the SAMS website.

The current registration packet would be updated to ask vendors to check a box if they are registered as a TSB with Iowa Economic Development. This packet is available on the City's website and is included with each bid or proposal Purchasing issues. An email will be sent to the Linn County TSB vendors with the packet explaining the change.

**IMPACTS TO THE TARGET POPULATION:** Simplifying the process will encourage more targeted small businesses to bid on City projects and allow them to take advantage of the additional 2% preference if they are located in Linn County.

**DOCUMENTATION AND MEASUREMENT:** The Purchasing Division currently measures how many bid awards are affected by local preference and small business preference. Staff will be able to see if this action results in an increase of awards to local targeted small businesses.
Participation in Recreation Programs and Financial Assistance Program

**Department:** Parks and Recreation

**Staff:** Mike O’Neill

**DESIRED OUTCOME:** To increase the number of at-risk youth who are able to participate and benefit from city recreation programs by identifying and reducing barriers within the financial assistance program.

**EQUITY OPPORTUNITIES:** Health

**STAKEHOLDERS/TARGET POPULATION ENGAGED:** Staff met with various organizations in the community that serve at-risk youth to gather feedback and gather insight into community needs as well as identifying existing barriers that prevent the target population from participating in recreation programs. Organizations that staff engaged include Olivet Neighborhood Mission, Olivet Boys and Girls Club, Four Oaks: The Bridge, Northwest Neighborhood Association, United Way, Wellington Heights Neighborhood Association, and Dreeam Sports.

**BARRIERS/BURDENS IDENTIFIED:** Various barriers were sighted as reasons for not participating in city programs including a lack of transportation, location not accessible, too expensive, unaware of the financial assistance program, not knowing if the program is the right fit for their family, unfamiliar with staff, and unrecognized value of recreation.

**PROPOSED MODIFICATIONS TO THE POLICY/PROGRAM:** We recommend that we partner with various community groups and organizations such as Boys & Girls Club and Dreeam Sports that have staff and infrastructure in place to remove barriers we have identified above including access to transportation, cost to participate, and awareness of programs. Parks and Recreation would provide the space to host these groups at minimal or no cost.

At this time, we propose that there be no change to the financial assistance program. The assistance program is currently funded through the Parks, Recreation and Waterways Commission through their fundraising efforts. Fundraising challenges have yielded limited contributions. Staff recommend reviewing alternative fundraising options in the future.

**IMPACTS TO THE TARGET POPULATION:** Due to our community partnerships, barriers will be reduced and our target population will be able to participate in more recreational programs, benefiting the youth socially, mentally, and physically.

**DOCUMENTATION AND MEASUREMENT:** Effectiveness of partnerships is achieved by tracking registration and participation numbers.
Sidewalk Repair and Reimbursement Policy

Department: Public Works Staff: Brenna Fall

DESIRED OUTCOME: To determine if a city-wide standard sidewalk repair fee would be more equitable than the current policy of individual assessments based on actual sidewalk repair completed per property.

EQUITY OPPORTUNITIES: Built environment

STAKEHOLDERS/TARGET POPULATIONS ENGAGED: The sidewalk repair program itself does not target any one certain population. The assessment policy and any potential changes or city-wide fees affect all property owners. Outreach was not limited to certain stakeholders, rather it was included in the community-wide outreach efforts related to the Pedestrian Master Plan.

BARRIERS/BURDENS IDENTIFIED: If a city-wide sidewalk repair fee was in place, the calculation of the fee would likely be based solely on length of sidewalk on each property. Age and condition of sidewalk, socioeconomic status of the property owner, and other factors would be difficult to track and therefore equity across the community would be hard to achieve. Enforcement of a fee program would impact multiple departments. Incentive for a property owner to make repairs to their sidewalk would be reduced and pressure on the City to immediately identify and repair all sidewalk deficiencies would increase. This result is contrary to the intent of the State Code that property owners are responsible for the sidewalk adjacent to their property.

PROPOSED MODIFICATIONS TO THE POLICY/PROGRAM: Proposed modifications analyzed include departing from the current assessment policy and setting up a sidewalk repair fee schedule based on length of sidewalk per property that can be included on municipal utility bills. This would create a fund that the City would utilize to complete sidewalk repairs.

IMPACTS ON THE TARGET POPULATION: The fee may be considered unfair due to factors such as age and condition of sidewalk as well as socioeconomic status of property owners that are highly variable. Tracking of such factors could open the program up to inconsistency and error that would make the setting of the fee schedule difficult to administer and enforce.

DOCUMENTATION AND MEASUREMENT: The equity impact assessment determined that the implementation of a city-wide standard sidewalk fee would not be as equitable as the current assessment policy. The City of Cedar Rapids was found to be one of few similar communities that offered financial assistance for sidewalk assessments, which indicates that the City's current policy is equitable.
SAFE-CR Calls for Service
Department: Police – SAFE-CR  
Staff: Amanda Grieder

DESIRED OUTCOME: To identify if complaint based enforcement approach disproportionately discourages reporting of nuisance activity in certain neighborhoods and to identify innovative ways SAFE-CR can assist vulnerable neighborhoods in reducing nuisance activities.

EQUITY OPPORTUNITIES: Housing and Criminal Justice

STAKEHOLDERS/TARGET POPULATION ENGAGED: While conducting research, staff relied heavily on input from the community to identify areas of improvement for the SAFE-CR Program. This included Neighborhood Associations and the SAFE-CR Advisory Team. Citizens were also surveyed in person randomly at Green Square Park and in the downtown area. In addition, SAFE-CR staff consulted Police Officers, Sustainability Coordinator, Crime Analysts, Investigators, and staff from Intelligence Unit, Building Services, and Solid Waste.

BARRIERS/BURDENS IDENTIFIED: During the process staff expected to hear about improvements that could be made from citizens, however, surveys showed citizens felt the City was doing an acceptable job when responding to Nuisance Activities and crime. After a proposed modification was identified, staff found the biggest barrier will be finding funding to help neighborhoods improve their properties especially when they don’t have equity in their home. The court process is also an area identified that is and will continue to be a barrier for staff. Neither barrier will prohibit the success of the project and SAFE-CR is confident it will be able to identify solutions.

PROPOSED MODIFICATIONS TO THE POLICY/PROGRAM: Data showed a relationship between registered vacant buildings and firearms related incidents throughout the City. Based on the data we found other Cities across the country had success when implementing “Clean, Safe and Green” programs in vulnerable areas. Programs that are created to eliminate vacant, blighted and tax delinquent properties by partnering with organizations to rehab properties, cleaning up neighborhoods by improving landscaping and lighting, removing trash, as well as improving the façade of vacant structures. In some cities, gun violence dropped 39%. This was an area of improvement SAFE-CR staff identified would be beneficial to many residents. SAFE-CR proposed a pilot project in an area of Wellington Heights Neighborhood to identify if a Clean and Green Program would have an impact on crimes involving a firearm.

IMPACTS TO THE TARGET POPULATION: This may impact landlords in the area with properties that are below the minimum standards or homeowners who cannot afford to make improvements to their property. This will positively impact an area identified as low income because there will be properties that are more visually appealing from the exterior, anticipated reduction in criminal activity and possibility of property values increasing.
DOCUMENTATION AND MEASUREMENT: In the area provided (see map), staff will identify properties that are in need of improvements. An internal group of City employees will meet monthly to discuss properties and possible solutions. SAFE-CR staff will put together a plan for each property identified with a proposed timeline for improvements to be made. SAFE-CR will track incidents involving a weapon monthly and report out on those statistics at monthly internal staff meetings.
Fare Structure – Half Price Fare Program and “Blue Ticket” Program

Department: Transit  Staff: Brad DeBrower

DESIRED OUTCOME: To ensure that transportation costs are not an undue burden on any particular segment of the population by identifying and removing barriers within the fare structure.

EQUITY OPPORTUNITIES: Employment, Health, Transportation and Housing

STAKEHOLDERS/TARGET POPULATION ENGAGED: Stakeholders are qualified half-fare passengers which include students, seniors (age 65+), passengers with disabilities, Medicare eligible passengers, and income-based passengers. Additional stakeholders are the human service agencies that purchase bus tickets and passes for their clients.

BARRIERS/BURDENS IDENTIFIED: Barriers to public transportation include budgetary impacts on human service agencies that buy tickets and passes, a lack of program awareness, and a limited number of partner agencies for certifying income-based passengers.

PROPOSED MODIFICATIONS TO THE POLICY/PROGRAM: Proposed modifications include creating a full-fare ($3.00) and half-fare ($1.50) day passes (day passes are currently $3.00 for all passengers), certifying more human service agencies to self-certify their clients for income-based discounts, providing more marketing and outreach regarding existing services to area human service agencies, working with Cedar Rapids Community School District and Kirkwood Community College to partner in a subsidized student program, as well as considering creating of a 7-day pass to bridge the gap between a day pass and a 31-day pass.

IMPACTS TO THE TARGET POPULATION: These proposed modifications to transit will benefit citizens by increasing mobility for low-income and youth populations who have limited transportation options, budgetary benefits to human service agencies that purchase passes, and a simplified qualification process for income-based passengers.

DOCUMENTATION AND MEASUREMENT: Effectiveness of services will be measured quantitatively by pass and ticket sales as well as ridership numbers and qualitatively by follow-up surveys and feedback from stakeholders.
Leak Assistance Program

Department: Utilities - Water Staff: Kevin Kirchner

**DESired OUTcome:** To provide assistance to low income customers to repair residential property water leaks that result in inflated water bills by partnering with community agencies.

**Equity Opportunities:** Housing and Health

**Stakeholders/Target Population Engaged:** Stakeholders include low-income utilities customers with plumbing issues in their homes (i.e. faucet or toilet leaks) that result in high utility bills.

**Barriers/Burdens Identified:** Barriers that have been identified for low-income citizens that have plumbing issues in their homes (owner-occupied or rental) include budget constraints in paying high water bills, inability for homeowner to pay a plumber to correct plumbing issues, landlords that are not responsive to correcting issues in rental properties, and customers unaware of available assistance or acceptance of the assistance.

**Proposed Modifications to the Policy/Program:** A new program proposes partnering with HACAP to correct plumbing issues (water leaks) to reduce monthly utility bills for low-income customers. The Water Division will identify low-income customers who have consistently high water bills. These customers will be provided an application to fill out to apply for assistance through HACAP. HACAP will conduct an audit on the residence and evaluate if the customer qualifies for the program. HACAP will correct the plumbing issues and the City will reimburse HACAP (maximum funding amounts will be previously established). As part of this partnership, the Utilities department would also like to create informative materials and conduct outreach to educate customers about smart water practices to save money. Staff discussed translating these materials in common languages in Cedar Rapids and working with the Catherine McAuley Center to help distribute these materials to immigrant populations.

**Impacts to the Target Population:** The new program intends to reduce the financial burden on low-income customers by correcting the issue and therefore reducing high monthly water bills.

**Documentation and Measurement:** Effectiveness of the new program will be measured by tracking expenditures as well as analyzing post review reports of utility accounts and usage. Demographics will also be tracked on the program application.