

A G E N D A

REGULAR MEETING ORANGE COUNTY HUMAN RELATIONS COMMISSION

Thursday, July 8, 2021, 11:00 A.M.



COMMISSION ROOM, FIRST FLOOR
333 W. Santa Ana Blvd.
Santa Ana, California

M. FAREED FARUKHI
Vice Chair

ADA BRICEÑO
Commissioner

TANYA DOBY
Commissioner

DOT LEACH
Commissioner

JO-ANNE P. MATSUBA
Commissioner

JENNIFER S. WANG
Commissioner

AMY BUCH
Commissioner

MIKE HAMEL
Commissioner

JANY LEE
Commissioner

RABBI RICK STEINBERG
Commissioner

VACANT
Commissioner

Executive Director
Norma Lopez

Clerk of the Commission
Jamie Ross, Deputy

*The Orange County Human Relations Commission. This agenda contains a brief general description of each item to be considered. The Commission encourages your participation. If you wish to speak you may do so during Open Forum. To speak during Open Forum, press *9 following the Chair's invitation from the public to speak. Once acknowledged and prompted by the Chair or Clerk, you may begin to speak. Except as otherwise provided by law, no action shall be taken on any item not appearing in the agenda. When addressing the Commission, please state your name for the record prior to providing your comments.*

***Pursuant to the provisions of California Governor's Executive Order N-29-20, issued on March 17, 2020, this meeting will be held by zoom. Members of the public may observe and address the meeting telephonically. To attend the meeting via teleconference please call: iPhone one-tap: US: 1 669-900-9128, 87151359229# Passcode 581601 or +1 346 248 7799, 87151359229# Passcode 581601**

**Or Telephone: Dial (for higher quality, dial a number based on your current location): US: +1 669-900-9128 or +1 253-215-8782 or +1 346-248-7799 or +1 301-715-8592 or +1 312-626-6799 or +1 646-558-8656
Webinar ID: 87151359229 Passcode 581601 (once you enter this code, you should be automatically connected to the call; you will remain on the line until meeting begins).***
<https://us02web.zoom.us/j/87151359229?pwd=NElWOWZmak85d1psR25vQjluMk8xZz09>

****In compliance with the Americans with Disabilities Act, those requiring accommodation for this meeting should notify the Clerk of the Board's Office 72 hours prior to the meeting at (714) 834-2206****

A G E N D A

All supporting documentation is available for public review online at:
http://www.occommunityservices.org/oc_human_relations_commission and in the office of the Clerk of the Board of Supervisors located in the Hall of Administration Building, 333 W. Santa Ana Blvd., 10 Civic Center Plaza, Room 465, Santa Ana, California 92701 during regular business hours,
8:00 a.m. - 5:00 p.m., Monday through Friday.

11:00 A.M.

1. Call the Meeting to Order
2. Opening quote/reflection
3. Monthly Summary of Commission Activities

OPEN FORUM

At this time members of the public may address the Commission on any matter within the jurisdiction of the Commission. The Commission or Chair may limit the length of time each individual may have to address the Commission.

ACTION ITEMS: (Items 4 - 5)

4. Election of Officers for the period of August 2021 – July 2022
5. Review, discuss and approve draft statement of solidarity proposed by Media & Communications ad hoc committee

DISCUSSION ITEMS: (Items 6 – 7)

6. Discuss Ethnic Studies courses in Orange County high schools
7. Commissioner authorization requests for events

HEARING/SPEAKER/PRESENTATION: (None)

INFORMATION ITEMS: (Items 8 - 11)

8. Ad hoc update – Board of Supervisors proposal
9. Commission staff reports
 - a. To Know Better Campaign update and video
10. Update from OC Chiefs and Sheriff
11. OCSD Interfaith Council update

A G E N D A

ANNOUNCEMENTS FROM COMMISSIONERS

AGENDA BUILDING

Commissioners to suggest agenda items and/or topics for upcoming meetings.

ADJOURNED

NEXT MEETING:

August 12, 2021 Regular Meeting, 11:00 a.m.



Orange County Human Relations Commission

1300 S. Grand Ave. Bldg. B Santa Ana, CA 92705 | P: 714-480-2801

Commissioners

Fareed Farukhi, Chair
Ada Briceño
Amy Buch
Dot Leach
Jany Lee
Jennifer S. Wang
Jo-Anne P. Matsuba
Chief Mike Hamel
Rabbi Rick Steinberg
Tanya Doby

DATE: Thursday, July 8, 2021

LOCATION: Zoom

TIME: 11 AM

AGENDA

- | | |
|---|----------------------|
| 1. Call the Meeting to Order | Fareed Farukhi |
| 2. Opening Quote/Reflection | Ada Briceño |
| 3. Overview of Monthly Summary of Commission Activities | Rabbi Rick Steinberg |

OPEN FORUM: *Members of the Public may address the Commission on human relations issues*

ACTION ITEMS

- | | |
|--|-----------------|
| 4. Election of officers for the period of August 2021 through July 2022 | Jo-Anne Matsuba |
| 5. Review, discuss and approve draft statement of solidarity proposed by Media & Communications Ad-Hoc Committee | Jennifer Wang |

DISCUSSION ITEMS

- | | |
|---|----------------|
| 6. Discuss Ethnic Studies courses in Orange County High Schools | Ada Briceño |
| 7. Commissioner Authorization Requests for Event | Fareed Farukhi |

HEARING/SPEAKER/PRESENTATION

NONE

INFORMATIONAL ITEMS

- | | |
|---|----------------------|
| 8. Board of Supervisors Proposal | Fareed Farukhi |
| 9. Commission Staff Reports | Commission Staff |
| a. To Know Better Campaign Update & Video | |
| 10. Update from OC Chiefs and Sheriff | Chief Mike Hamel |
| 11. OCSD Interfaith Council Update | Rabbi Rick Steinberg |
| 12. Announcements from Commissioners | All Commissioners |
| 13. Adjourn Commission Meeting | Fareed Farukhi |

MISSION: *Seek out the causes of tension and conflict, discrimination and intolerance, and eliminate those causes.*



Orange County Human Relations Commission

MISSION: Seek out the causes of tension and conflict, discrimination and intolerance, and eliminate those causes

MONTHLY SUMMARY OF ACTIVITIES: JUNE 2021

FY JUL 20 - JUN 21 Commission Activities Matrix

CONTRACT ACTIVITY	Goal	To-Date
A. Monthly HRC meetings	12	12
B. HRC Annual Report	1	1
C. Police-Community Reconciliation cases	20	29
D. Community-Police Meetings	4	3
E. Chiefs Advisory Boards & Sheriff's Interfaith Council	8	22
F. Community Outreach & Relationship Building meetings	40	85
G. Police/Diverse Community Dialogues	2	3
H. Hate Crime Report & Network Meeting	1	2
I. Support to hate crime victims	8	74
J. Outreach efforts (speeches, presentations, etc.)	10	13
K. Community training on intergroup relations topics	4	4
L. Annual Awards program	1	1
M. Participate in community-based/outreach symposiums	2	2

Police-Community Relations

- Commission staff attended the Tustin Police Chief Advisory board meetings this month.
- Commission staff met with Fullerton PD to discuss possible response to hate incident and community racial tension.

Intergroup Relations & Relationship Building

- **Relationship Building, Outreach, & Presentations**
 - Commission staff facilitated a community dialogue addressing white supremacy and racial identity.
 - Commission staff supported the HB Human Relations Taskforce to plan a community dialogue for residents, students, and law enforcement.
 - Commission staff facilitated a Hate Crime Prevention Network (HCPN) to discuss FY 21-22 collaborative activities.
 - Commission staff presented at Laguna Woods City Council meeting on Anti-Asian Hate & prevention efforts.
 - Commission staff presented at Orange County Alliance for Racial Equity (OCARE) to present on the issues of anti-asian hate/violence.



Orange County Human Relations Commission

MISSION: Seek out the causes of tension and conflict, discrimination and intolerance, and eliminate those causes

- Hate-motivated incidents, Community Conflict, & Crisis Response/Meetings

Hate-Motivated Incidents in Orange County

JUNE 2021



6 Total Hate-Motivated Events Reported

HATE CRIMES VS. HATE INCIDENTS

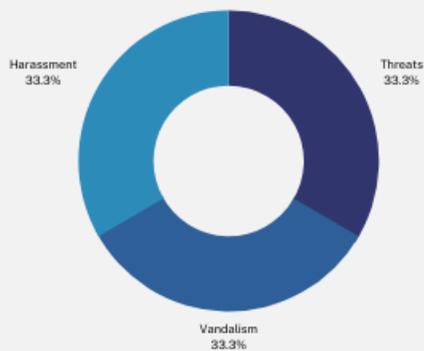


Out of the 6 hate-motivated events, one **hate crime** and five **hate incidents** were reported

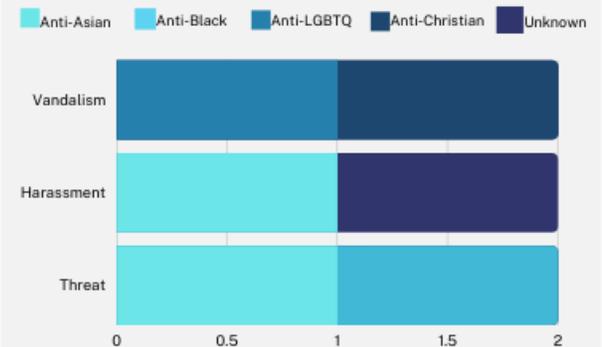
SENTIMENT



TYPE OF OFFENSE



COUNT OF TYPE BY OFFENSE AND MOTIVATION



Source: OC Human Relations Commission

Statement of Solidarity

In the recent months, OC Public Health Officer Dr. Clayton Chau, OC Supervisor Katrina Foley and their families faced acts of hate speech, threats, and intimidation at their homes. This comes after almost a year since the previous Public Health Officer resigned due to facing similar incidents at their home. The Orange County Human Relations Commission denounces this type of dreadful and hate-filled behavior against public employees doing their jobs.

The mission of the Orange County Human Relations Commission is to “seek out the causes of tension and conflict, discrimination and intolerance and attempt to eliminate those causes.” We believe in everyone’s right to live free of racism, hate, discrimination and bigotry not only in Orange County but beyond. These types of repugnant acts of hate speech and racism demonstrate the need to assess our past, acknowledge past instances of hate, intolerance, and racism and recommit to the promotion of tolerance, equity and condemning all types of hate.

As numerous communities continue to share stories about facing acts of hate, bias and discrimination, the Orange County Human Relations Commission commits to lifelong learning through anti-racist education, listening to all marginalized communities to understand the disparities that exist in Orange County, and finding ways to address issues within the Commission’s purview.

If you have been a victim or know someone who has been a victim of a hate incident, please call our confidential hotline 714-480-6580 or via our online portal at <https://www.ochumanrelations.org/hatecrime/report/>



TO KNOW BETTER CAMPAIGN

ACTIVITY AND RESULTS TO DATE REPORT

October 2020 - Present

PHASE ONE RESULTS SNAPSHOT *(Previously reported)*

(October 2020-December 2020)

Total Entries: 105 entries representing 29 Orange County middle and high schools

Reach/Impressions: 5,868,217

Clicks to Website: 14,662

Total Impressions: Display: 2,166,665

Total Impressions: Social: 1,659,568

Total Impressions: Pre-Roll Video: 1,053,322

Total Impressions: Snapchat: 988,662

Each winner's school received funds toward anti-hate initiatives, professional help in bringing those initiatives to life, and a strong communications campaign to add to their college, job or internship applications. This work was carried forward in Phase Two of the To Know Better Campaign.

PHASE TWO SUMMARY

(January 2021-Present)

STUDENT CAMPAIGNS

Each District's winning teams were extended the opportunity to meet with the Reveille's professional creative and marketing team to learn how to take their winning entry and build a campaign around it. Reveille met with students from Samuelli Academy, Woodbridge High School and Western High School. In addition, Reveille presented creative concepts and campaign assets to support each team as they considered how to carry out more awareness within their schools surrounding anti-hate activities.

Links to the campaign toolkits can be found here:

[Woodbridge High](#)

[Samuelli Academy](#)

[Western High](#)

Feedback from both students and faculty advisors was overwhelmingly positive about the education process they experienced to learn how to build a campaign. Here's one quote that was captured from a faculty advisor:

"I wanted to express my immense gratitude for everything you did to help me and my students this year. Our drive-in show has been the highlight of the year! People can't stop talking about it! One of our dances was even shown at graduation and dance has NEVER been represented at our school. Everything that you and your team did to support our program was paramount to our success and we are forever grateful. I have attached a video (Final GR Reflection) that the students created as a way to share our process and give thanks to the many people who helped make our

show possible. I have also included a few links to some of the videos that were featured in the show. It was truly the highlight of this incredibly difficult school year and we have been inspired to continue to do even more in the future. I hope we can continue to work with you as well!"

- Maile Eisenbray, Professional Dance Teacher at Western High School

FURTHER AWARENESS

Upon completion of the contest, the To Know Better website and video were updated to remove the contest entry forms, the contest call to action and transitioned to an awareness platform featuring all entries and highlighting winning entries. In addition, a portion of the remaining advertising budget was used to promote each District's winning school entries via Facebook as well as continued awareness about the issue. Phase Two of the campaign garnered the following results:

Reach/Impressions: 1,157,999

Clicks to Website: 40,530

Impressions were lower on this phase of the campaign due to a more narrow scope with ads running only through Facebook; however, engagement via link clicks is much higher. The compelling visuals of the winning entries contributed to this higher engagement as well as the video message spoke directly to the heightened awareness that national news created surrounding hate incidents against Asian American Pacific Islander communities.

Because two of the winning schools did not meet with the Reveille team to build their entries into campaigns, the remaining funds were reallocated to create one final awareness video to conclude the To Know Better campaign. Students who engaged in the campaign building process were invited to a video production set to experience a professional setting, while participating in the video. Filmed on June 8, the students (with signed permission from their guardian) used their voices to share thoughts surrounding hate and discrimination and encouraged fellow young people to know and do better.

This final To Know Better video featuring students is currently in editing and will be finalized early next week. Once completed and approved, it will be added to the website and the remaining advertising funds will be used to launch a video campaign on social media to further educate middle and high school students throughout Orange County over the next two months. This will conclude the awareness activities of this campaign.