

**REGULAR MEETING
ORANGE COUNTY HUMAN RELATIONS COMMISSION**

Thursday, October 13, 2022, 11:00 A.M.



JO-ANNE P. MATSUBA
Chair

JENNIFER S. WANG
Vice Chair

ADA BRICEÑO
Commissioner

AMY BUCH
Commissioner

ADELI DURON
Commissioner

M. FAREED FARUKHI
Commissioner

MICHAEL KENT
Commissioner

DOT LEACH
Commissioner

JANY LEE
Commissioner

DOROTHY O'NEILL
Commissioner

RABBI RICK STEINBERG
Commissioner

ATTENDANCE: Commissioners Buch, Duron, Leach, Matsuba, O'Neill, Steinberg and Wang (all Members participated via Zoom)

ABSENT: Commissioners Briceño, Farukhi, Kent and Lee

PRESENT: CEO, HUMAN RELATIONS COUNCIL
CLERK OF THE COMMISSION
Alison Edwards (participated via Zoom)
Jamie Ross & Dora Guillen, Deputy Clerks
(participated via Zoom)

The Orange County Human Relations Commission is an independent advisory body, and our positions do not necessarily reflect the positions of the County of Orange Board of Supervisors.

1. Call the Meeting to Order/Roll Call
MEETING CALLED TO ORDER AT 11:05 A.M. BY CHAIR MATSUBA; CLERK CALLED ROLL A DETERMINED A QUORUM OF THE MEMBERS WERE NOT PRESENT (A QUORUM OF THE MEMBERS WAS ACHIEVED DURING ITEM 2)
2. Opening quote/reflection
COMMISSIONER LEACH SHARED A STORY REGARDING A PERSONAL POSITIVE HUMAN RELATION ENCOUNTER
3. Monthly Summary of Commission Activities
PRESENTED

OPEN FORUM

Felicity Figueroa – Oral Re.: Happy to see LGBTQ+ presentation on agenda; commented on protest in Anaheim at pediatric conference; concern over Office of Independent Review (OIR) Director appointment.

Karen Hernandez – Oral Re.: Expressed concern with OIR Director appointment; had positive experience with past working with former OIR Director; requested Commission work with Board of Supervisors for oversight of Sheriff.

David Duran – Oral Re.: Expressed concerns with OIR Director appointment; rights of homeless people; 1500 deaths of homeless since clearing of riverbed; homeless should be a protected class.

Pat Davis – Oral Re.: Had monthly memorial for homeless deaths; upcoming Longest Night memorial even.

HEARING/SPEAKER/PRESENTATION: (Item 4)

- 4. Speaker from LGBTQ+ Center OC on Hate Acts Reports and Referrals
PRESENTED BY STEPHANIE CAMACHO-VAN DYKE

ACTION ITEMS: (Item 5)

- 5. Review and reconsider state of emergency under AB 361 and make findings to continue virtual meetings due to the proclaimed state of emergency arising from COVID-19 as required by Government Code subsection 54959(e)(3)

10 612345789 11 **APPROVED TO CONTINUE TO MEET VIRTUALLY**
x x xxx

COMMISSIONERS STEINBERG AND BUCH TO WORK ON PRESENTATION FOR 11/10/22, REGULAR MEETING REGARDING POSSIBLE RETURN TO IN PERSON MEETINGS

DISCUSSION ITEMS: (Items 6 – 8)

- 6. Chair to assign Commissioners to form Communications Standing Committee
C.O. **CONTINUED ITEM TO 11/10/22, REGULAR MEETING**
- 7. La Palma/Cypress 75th Year Independence Day Celebration of India and extremist protestors attempting to interrupt the event
C.O. **CONTINUED ITEM TO 11/10/22, REGULAR MEETING**
- 8. Board of Supervisors Memorandum: Commission presentation on women’s rights regarding the death of Mahsa Amini
PRESENTED

INFORMATION ITEMS: (Items 9 – 11)

- 9. Commission Staff Reports
 - a. 3-Month Hate Activity Summary Report
 - b. Update on Hate Hurts Us All Project
 - c. Hate Crime Report Release Webinar**PRESENTED; COMMISSIONER BUCH REQUESTED INFORMATION ON LENGTH OF TIME PEOPLE STAY ON “HATE HURTS US ALL” SITE**

10. Update from OC Chiefs and Sheriff

NO UPDATE

11. OCSD Interfaith Council Update

PRESENTED; NEXT MEETING ON THURSDAY, 10/20/22 AT ISLAMIC CENTER IN YORBA LINDA REGARDING HUMAN TRAFFICKING

ANNOUNCEMENTS FROM COMMISSIONERS

Chair Matsuba – Oral Re.: Racist comments made by Los Angeles City Council Members.

Commissioner Steinberg – Oral Re.: Racist comments made by Kanye West.

ADJOURNED: 12:50 A.M.

*** KEY ***

Left Margin Notes

- | | |
|-------------------------|-------------------------|
| 1 Ada Briceño | A = Abstained |
| 2 Amy Buch | X = Excused |
| 3 Adeli Duron | |
| 4 M. Fareed Farukhi | N = No |
| 5 Michael Kent | C.O. = Commission Order |
| 6 Dot Leach | |
| 7 Jany Lee | Reso = Resolution |
| 8 Jo-Anne P. Matsuba | Ord = Ordinance |
| 9 Dorothy O’Neill | |
| 10 Rabbi Rick Steinberg | |
| 11 Jennifer S. Wang | |

(1st number = Moved by; 2nd number = Seconded by)

/s/

JO-ANNE MATSUBA
Chair

/s/

Jamie Ross, Deputy
Clerk of the Commission

MONTHLY SUMMARY OF ACTIVITIES: SEPTEMBER 2022

-

CONTRACT ACTIVITY	Goal	To-Date
A. Monthly HRC meetings	6	2
B. HRC Annual Report	1	0
C. Police-Community Reconciliation cases	10	1
D. Community-Police Meetings	2	0
E. Chief's Advisory Boards & Sherriff's Interfaith Council	4	1
F. Community Outreach & Relationship Building meetings	20	4
G. Police/Diverse Community Dialogues	1	5
H. Hate Crime Report & Network Meeting	1	0
I. Support to hate crime victims	4	34
J. Outreach efforts (speeches, presentations, etc.)	5	1
K. Community training on intergroup relations topics	2	1
L. Annual Awards program	1	0
M. Participate in community-based/outreach symposiums	1	0

Police-Community Relations

- Commission staff met with Fullerton police chief on a potential hate activity case.

Intergroup Relations & Relationship Building

- **Relationship Building, Outreach, & Presentations**
 - Commission staff attended a school board meeting at Capistrano Unified School District.
 - Commission staff attended 3 LGBTQIA+ virtual events on elevating the voices of queer youths.

- **Hate-motivated activities, Community Conflict, & Crisis Response/Meetings**
 - Commission Staff hosted the OCHR Hate Crime Release Report Webinar, on September 15th.

Hate-Motivated Activities in Orange County

SEPTEMBER 2022



16 Total Hate-Motivated Activities Reported

HATE CRIMES VS. HATE INCIDENTS



Out of the 16 hate-motivated activities:
3 hate crimes, 6 hate incidents, and 7 unknown were reported

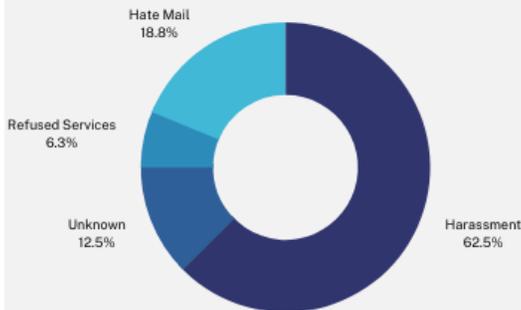
SENTIMENT



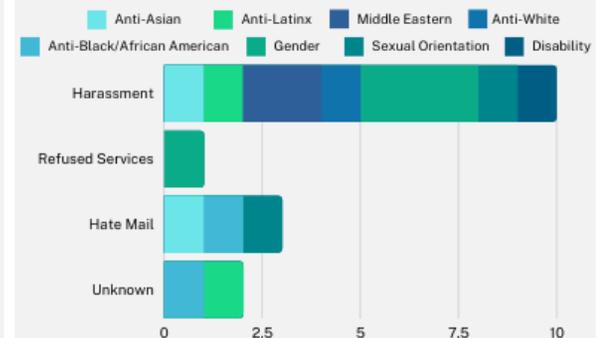
Race/Ethnicity/
National Origin* Gender Sexual
Orientation Disability

* African-American: 12.5%; Asian-American: 12.5%; Latinx:
12.5%; Middle Eastern: 12.5%; White/Caucasian: 6%

TYPE OF OFFENSE



COUNT OF TYPE BY OFFENSE AND MOTIVATION



Source: OC Human Relations Commission



Board of Supervisors

Memorandum

RECEIVED

2022 OCT 3 PM 12:15

CLERK OF THE BOARD
ORANGE COUNTY
BOARD OF SUPERVISORS

October 3, 2022

To: Robin Stieler, Clerk of the Board
From: Supervisor Lisa Bartlett, 5th District
Supervisor Katrina Foley, 2nd District

Lisa A. Bartlett
Katrina Foley

Subject: Addition of Presentation Item to the October 4, 2022 Board Agenda

Presentation and Statement from Orange County Supervisors Lisa A. Bartlett and Katrina Foley on human rights of women regarding the death of Mahsa Amini and ongoing protests in Iran and throughout the world.

OK/Dang Chaffee

3-Month Hate Activity Report Summary

(June – August)

Reporting at 211OC

HATE INCIDENT REPORT FORM



Select Primary Language

English
English

Español
Spanish

Tiếng Việt
Vietnamese

한국인
Korean

العربية
Arabic

中国人
Chinese

Filipino
Tagalog

فارسی
Persian

Quick Escape Button

I'm not a robot * **4066**

Enter Code

Next

211OC

- Call 2-1-1
- Online Form
<https://hatecrime.211oc.org/>
- Email
OCHATEACTIVITY@211oc.org
- Text
OCHATEACTIVITY to 898211

211OC Call Center

	June		July		August		Total
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound	Inbound/Outbound
Rep. 1	440	217	315	93	816	139	2,020
Rep. 2	115	23	152	45	94	25	454
Total	555	240	467	138	910	164	2,474

Hate Activity Reports Received

68 total calls received and/or online form filled out

- 59 were self-reported by victim themselves
- 2 were made by a witness
- 1 call was made from a victim advocate
- 6 were from an unknown source
- (0 Emails; 0 Texts)

About the Reports

- Average time a caller spent with call center representative:
14.67 minutes
- Languages utilized:
Spanish, English, Chinese, Korean, Vietnamese
- Roles of the Community Navigator:
 - Listen
 - Record what happened
 - Assess needs
 - Offer access to information, resources, support, and referrals

Reported Hate Activity

Types of hate activity in report

Bomb Threat	Refused Service
Bullying	Refused Transportation
Burglary/Robbery	Murder (Attempt)
Cross Burning	Sexual Assault
Display of Swastika	Theft
Graffiti/Vandalism	Threat of Violence
Harassment/Taunting	Verbal/Name calling
Hate Mail/Email/Messages (voice or text)	Other Crimes/Harassment (<i>optional text box</i>)
Physical Assault/Battery	

Top five types of hate activity

1. Other Crimes/Harassment
2. Verbal/Name calling
3. Bullying
4. Threat of Violence
5. Physical Assault/Battery

Options for Victims after Reporting

- To be contacted back
- To accept/reject offer to receive referrals
- To accept/reject the referral agency(ies) services

Referrals

Agency Name:	Number of Referrals (n = 84)
2-1-1 Orange County	44
Waymakers	20
Orange County Human Relations	10
The G.R.E.E.N. Foundation	5
LGBTQ Center OC	3
Access California Services	1
Jewish Federation of Orange County	1
Korean Community Services	0

Hate Hurts Us All

Project Update

(September)

Frequency Hate Hurts Us All Website

1300

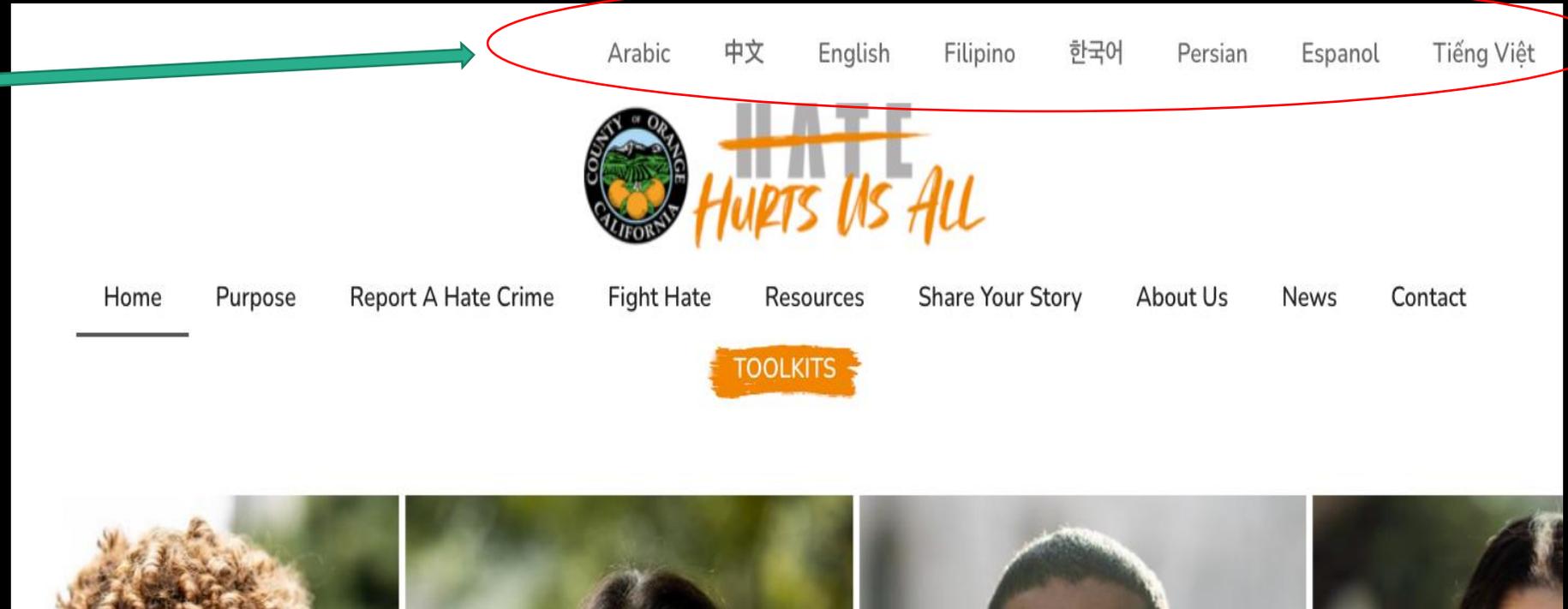
Website visits

1819

Clicks on links on
website

Click Locations by Language

Language	Clicks
Arabic	2
Chinese	11
Filipino	1
Korean	41
Persian	4
Spanish	535
Vietnamese	114
Total	708



Hate Hurts Us All Community Outreach



Spanish



English

Hate Hurts Us All Community Outreach

County of Orange California logo

~~Sự Thù ghét~~
Làm Tồn Thương Tất Cả Chúng Ta

REPORT A HATE CRIME

CHỐNG LẠI SỰ THÙ GHÉT

GOI CHO CHÚNG TÔI
Gọi 2-1-1
và Nhấn #6

EMAIL
ochateactivity
@211OC.ORG

NHÃN TIN CHO CHÚNG TÔI
OCHATEACTIVITY
đến 898211

4694

Vietnamese

County of Orange California logo

~~증오는~~
우리 모두에게 상처를 줍니다

REPORT A HATE CRIME

증오 범죄 신고

전화 걸기
2-1-1로 전화한 후
#6번을 누르세요

이메일
ochateactivity
@211OC.ORG

문자 메시지 전송
898211로
'OCHATEACTIVITY'
문자 전송

4694

Korean

County of Orange California logo

~~仇恨~~
傷害所有人

REPORT A HATE CRIME

通報仇恨犯罪

聯絡我們
撥打2-1-1,
並按 #6

發送電子郵件
ochateactivity
@211OC.ORG

發簡訊給我們
發送OCHATEACTIVITY
至 898211

Chinese (traditional)

Outdoor Paid Media Summary

Language	Format	Cities	Estimate Impressions
Vietnamese Flight: 9/5-10/2	(5) Transit Shelters	Garden Grove	3,827,574
Spanish Flight: 9/5-10/2	(3) Posters/Billboards	Santa Ana + Anaheim	1,876,856
Korean Flight: 9/5-10/2	(2) Transit Shelters	Buena Park	2,242,380
Chinese Flight: 9/5-10/2	(8) Transit Shelters	Irvine	2,083,035
English Flight: 9/5-10/2	(2) Posters/Billboards	Santa Ana + Westminster	1,135,786
		Total Impressions	11,165,631

Paid Print Media Summary

Language	Print	Circulation
English OC Register	(2) Paid Print Ads Sunday Circulation September 11 September 18	360,000
Chinese World Journal	(2) weekend paid print ads September 12 September 18	125,000
Vietnamese Nguoi Viet	(2) weekend paid print ads September 10 September 17	20,000
	Total Circulation Reach	487,000

Paid Social Media Performance

Platform	Reach	Engagement
Facebook *On-Going	13,027	1394
Intstagram *On-Going	15,606	11 likes 287 link clicks
Twitter *On-Going	Pending flight	
Total Reach To-Date	28,633	

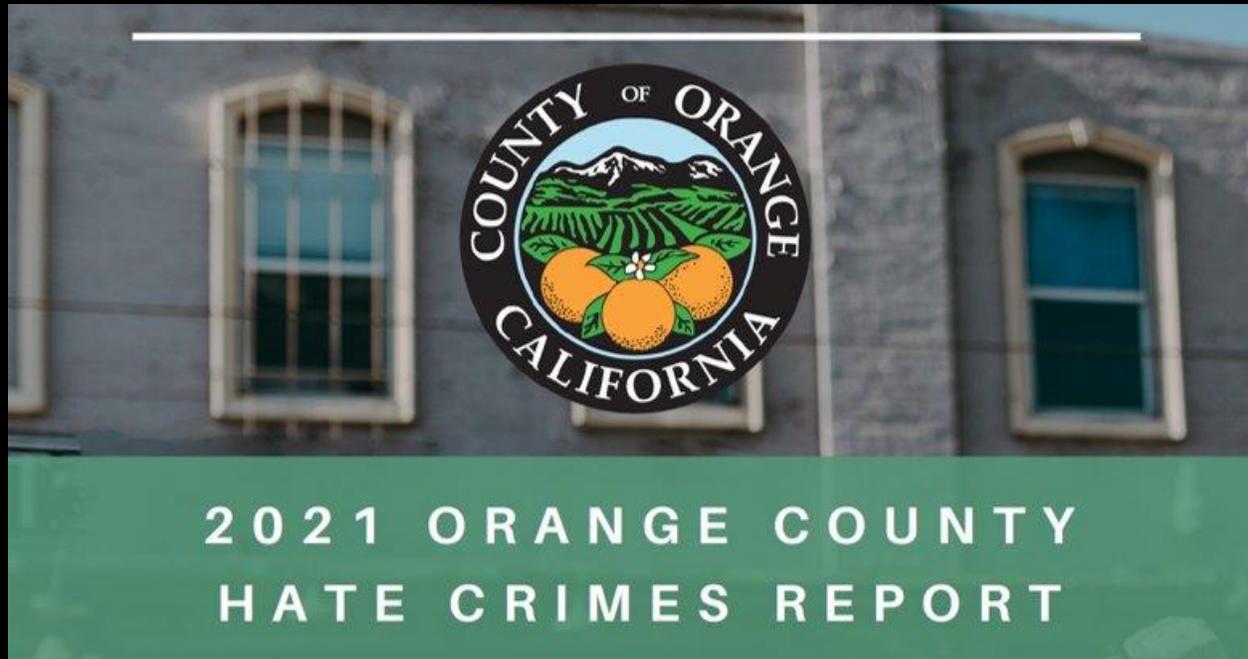
Key Findings

- Compounding print, digital, outdoor, social and earned media coverage, the website has seen a 5x increase in website visitors and 6x increase in pages viewed in September
- Print ads in Chinese, English, and Vietnamese publications has completed and reached approximately 487,000 readers
- Digital, social media and outdoor ads will continue to run until late October.
 - Digital: 116,000 impressions to-date
 - Print: 487,000 reach to-date
 - Outdoor: 11,165,631 projected impressions
 - Social media: 28,633 reach to-date
 - **Total reach/impressions to-date (10/5/2022): 11,797,264**

OC Hate Crimes Report Release

(September 15, 2022)

OC Hate Crimes Report



2021 OC Hate Crimes Report:

<https://www.occommunityservices.org/human-relations-commission>

Webinar posted on YouTube: <https://youtu.be/y-8pYic9Z6U>



HATE HURTS US ALL



You are not alone. Let's work *together* to fight against hate in *Orange County*.



This project is funded through a grant from the ARPA (H.R. 1319) as allocated by the Orange County Board of Supervisors and administered by OC Community Services.



Hate Hurts Us All

September 2022 Recap



IMPRENTA

COMMUNICATIONS GROUP

PUBLIC AFFAIRS | CAMPAIGNS | ETHNIC MARKETING

Year to Date Summary

Overall Campaign Statistics:

Date Range: June – September 29



Website Visits



Clicks on links
on website

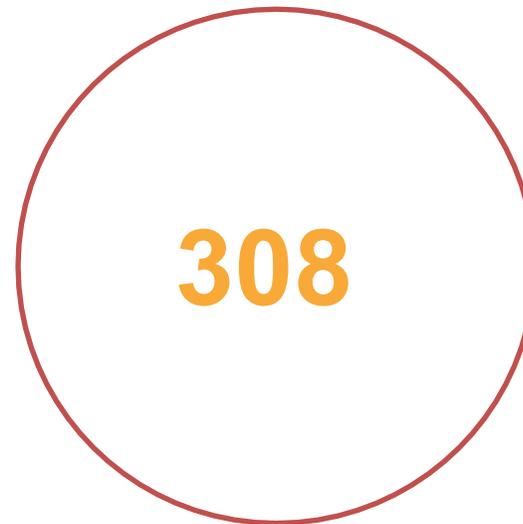
August Summary

Overall Campaign Statistics:

Date Range: August 1 – August 29



Website Visits

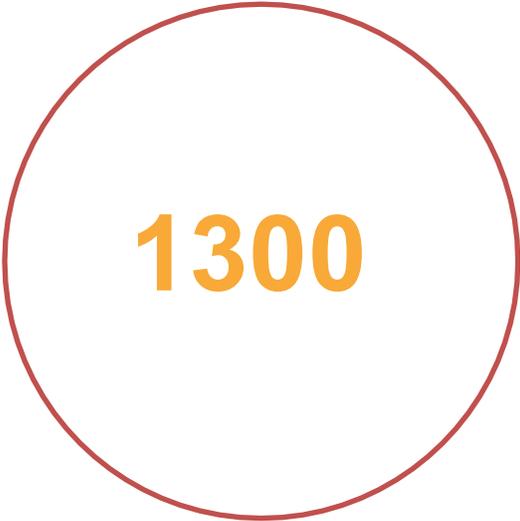


**Clicks on links
on website**

September Summary

Overall Campaign Statistics:

Date Range: September 1 – September 29



Website Visits



**Clicks on links
on website**

Overall Click Locations

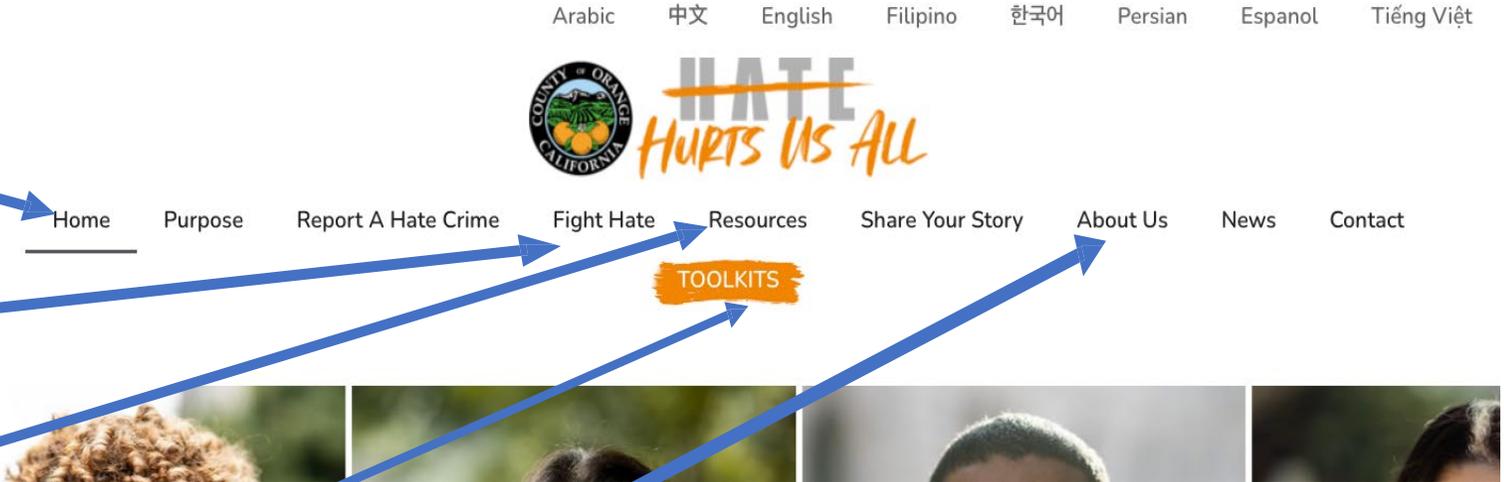
“Home” Link Clicks 862

“Fight Hate” Link Clicks 27

“Resources” Link Clicks 28

“Toolkits” Link Clicks 32

“About Us” Link Clicks 17

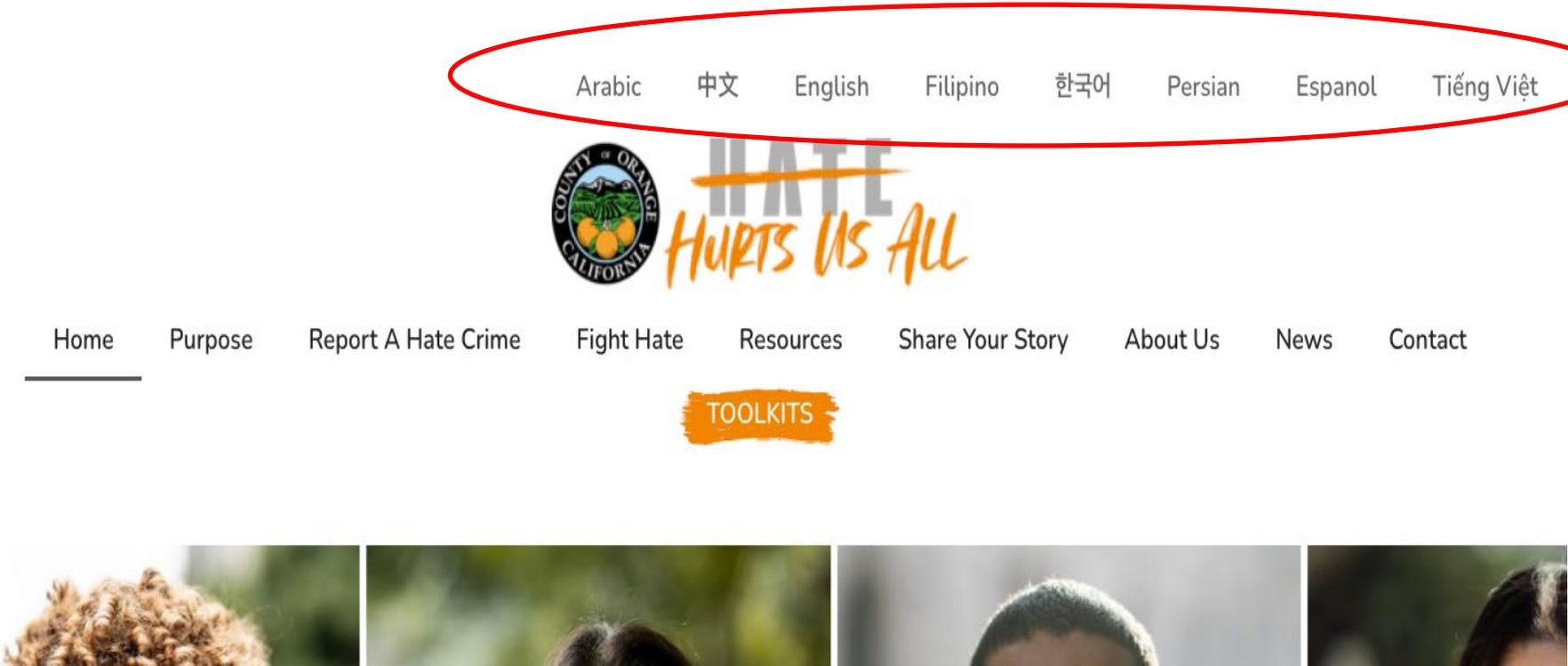


Top 10 Links Visited September

		1,819 100% of total
1	Hate Hurts Us All – You are not alone. Let's work together to fight against hate in Orange County.	862
2	Home – ES – Hate Hurts Us All	535
3	Trang Chủ – Hate Hurts Us All	114
4	Home – Hate Hurts Us All	72
5	Home – KO – Hate Hurts Us All	41
6	TOOLKITS-EN – Hate Hurts Us All	32
7	Resources – Hate Hurts Us All	28
8	Fight Hate – Hate Hurts Us All	27
9	About Us – Hate Hurts Us All	17
10	Contact – Hate Hurts Us All	16

Click Locations by Language

Language	Clicks
Spanish	535
Chinese	11
Vietnamese	114
Arabic	2
Korean	41
Filipino	1
Persian	4
Total	708



Paid Print Media Summary

Language	Run Dates	Digital
English OC Register	September 11 – September 28	72,000 Impressions
Chinese World Journal	September 11-October 30 *On-going	Pending report
Korean Programmatic Buy	September 11-October 30 *On-going	Pending report
Vietnamese Nguoi Viet	September 11-October 30 *On-going	94,922 Impressions
Spanish Programmatic Buy	September 11-October 30 *On-going	Pending report
	Total to date Impressions:	166,922

Paid Digital

g với nhị vị phu nhân, xuất
 áng Chín, tại lâu đài Windsor
 Nữ Hoàng Elizabeth II vừa
 nên xa cách sau khi vợ chồng
 và định cư tại Mỹ.

worldjournal.com

即時 焦點 美國 紐約 洛杉磯

世界新聞網全新推出「消費頻道」，提供好吃、好玩、好買的實用消費資訊，以及最新個人退休、理財、保險等省錢妙方，還有增進家居生活品質的最新情報。每天關注「消費頻道」，天天有新鮮事！

Sponsored Link

仇恨 傷害所有人
 通報仇恨犯罪

聯絡我們
 撥打2-1-1，並按 #6

發送電子郵件
 ochtsactivity@2110C.ORG

發簡訊給我們
 發送OCHATEACTIVITY
 至898211

HATE HURTS US ALL

REPORT A HATE CRIME

CALL US
 2-1-1
 press #6

EMAIL US
 ochateactivity
 @2110C.ORG

TEXT US
 ochateactivity
 to 898211

This project is funded through a grant from the AFPC (2022, 2023) as allocated by the Orange County Board of Supervisors and admin. is run by OC Community Services.

증오는 우리 모두에게 상처를 줍니다

증오 범죄 신고

전화 걸기
 2-1-1로 전화한 후
 #6번을 누르세요

이메일
 ochateactivity
 @2110C.ORG

문자 메시지 전송
 898211로 'OCHATEACTIVITY'
 문자 전송

EL ODIIO NOS AFECTA A TODOS

Denuncie un delito de odio

LLAMENOS
 2-1-1 y pulse #6

CORREO ELECTRONICO
 ochateactivity @2110C.ORG

MENSAJE DE TEXTO
 ochateactivity al 898211

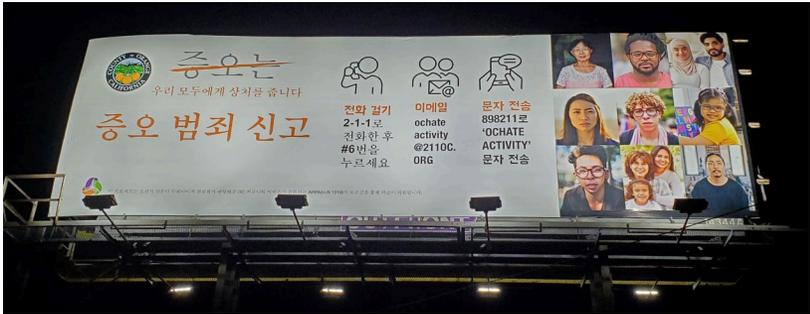
Paid Print Media Summary

Language	Print	Circulation
English OC Register	(2) Paid Print Ads Sunday Circulation September 11 September 18	360,000
Chinese World Journal	(2) weekend paid print ads September 12 September 18	125,000
Vietnamese Nguoi Viet	(2) weekend paid print ads September 10 September 17	20,000
	Total Circulation Reach	487,000

Outdoor Paid Media Summary

Language	Format	Cities	Estimate Impressions
Vietnamese Flight: 9/5-10/2	(5) Transit Shelters	Garden Grove	3,827,574
Spanish Flight: 9/5-10/2	(3) Posters/Billboards	Santa Ana + Anaheim	1,876,856
Korean Flight: 9/5-10/2	(2) Transit Shelters	Buena Park	2,242,380
Chinese Flight: 9/5-10/2	(8) Transit Shelters	Irvine	2,083,035
English Flight: 9/5-10/2	(2) Posters/Billboards	Santa Ana + Westminster	1,135,786
		Total Impressions	11,165,631

Outdoor Paid Media Summary



Paid Social Media Performance

Platform	Reach	Engagement
Facebook *On-Going	13,027	1394
Instagram *On-Going	15,606	11 likes 287 link clicks
Twitter *On-Going	Pending flight	
Total Reach To-Date	28,633	

Paid Social Media Performance

 ~~HATE~~
HURTS US ALL



You are not alone. Let's work *together* to fight against hate in *Orange County*.



This project is funded through a grant from the ARPA (H.R. 1319) as allocated by the Orange County Board of Supervisors and administered by OC Community Services.

 ~~EL ODIO~~
NOS AFECTA A TODOS



No estás solo.
Trabajemos *juntos* para luchar contra el odio en el *Condado de Orange*.



This project is funded through a grant from the ARPA (H.R. 1319) as allocated by the Orange County Board of Supervisors and administered by OC Community Services.

 ~~Sự Thù ghét~~
Làm Tổn Thương Tất Cả Chúng Ta



Bạn không đơn độc.
Hãy *cùng nhau* chống lại sự thù ghét ở *Quận Cam*



This project is funded through a grant from the ARPA (H.R. 1319) as allocated by the Orange County Board of Supervisors and administered by OC Community Services.



~~仇恨~~
傷害所有人



您並不是孤身一人讓我們一同攜手，
停止仇恨在橙縣蔓延



This project is funded through a grant from the ARPA (H.R. 1319) as allocated by the Orange County Board of Supervisors and administered by OC Community Services.

Key Findings

- Compounding print, digital, outdoor, social and earned media coverage, the website has seen a 5x increase in website visitors and 6x increase in pages viewed in September
- Print ads in Chinese, English, and Vietnamese publications has completed and reached approximately 487,000 readers
- Digital, social media and outdoor ads will continue to run until late October.
 - Digital: 116,000 impressions to-date
 - Print: 487,000 reach to-date
 - Outdoor: 11,165,631 projected impressions
 - Social media: 28,633 reach to-date
 - **Total reach/impressions to-date: 11,797,264**

