Human Relations Commission Agenda

The Human Relations Commission (HRC) is a citizen commission appointed by the Fremont City Council. Human Relations Commission business is conducted in a public forum and operates within the provisions of the Brown Act. Information on the Brown Act may be obtained from the City Clerk’s office at 3300 Capitol Avenue (phone 284-4060).

Pursuant to State of California Executive Order N-29-20 dated March 17, 2020, regarding the COVID-19 pandemic, the Human Resources Conference Room will not be open for the March 15, 2021 meeting of the Human Relations Commission. The meeting will be conducted remotely via Zoom.

The Public may watch and/or participate in the public meeting by joining the meeting through the Zoom Videoconference link provided below. The public may also join the meeting by calling the below listed teleconference phone number. Further instructions on how to make public comments throughout the videoconference or teleconference will be provided at the meeting.

If you are an individual with a disability and need a reasonable modification or accommodation pursuant to the Americans with Disabilities Act (ADA), please contact the Recording Secretary at sjeyakumar@fremont.gov or 510-574-2061 at least 24 hours prior to this meeting for assistance.

HOW TO JOIN OR MAKE A PUBLIC COMMENT ONLINE OR BY PHONE: The meeting will begin at 7:00pm PST. Whether you participate online or by phone, you may wish to "arrive" early so that you can address any technology questions prior to the start of the meeting.

ONLINE: https://zoom.us/j/96264580887?pwd=REZUVHFYZUw0RFhsY3lSamxJNHRYdz09
Password: 602141

BY PHONE: US: +1 669 900 9128       Webinar ID: 962 6458 0887
Password: 602141

International numbers available: https://zoom.us/u/aeAUEhHsSy
General Order of Business

1. Secretary Check for Quorum
2. Call to order – 7:00 p.m.
3. Roll call
4. Approval of Minutes
5. Oral Communications
6. Written Communications
7. Announcements
8. Consent Items
9. Old Business
10. New Business
11. Commission Referrals
12. Committee Reports
13. Staff Reports
14. Referral to Staff
15. Adjournment

Order of Discussion

Generally, the order of discussion after introduction of an item by the Chair will include comments and information by staff followed by Human Relations Commissions questions, inquiries or discussion. The applicant, authorized representative, or interested citizens may then speak on the item. At the close of public discussion, the item will be considered by the Commission and action taken.

Oral Communications

Any person desiring to speak on a matter which is not scheduled on this agenda may do so under Oral Communications. The Human Relations Commission will take no action on an item which does not appear on the agenda. The item may be agendized for the next regular meeting or at a special meeting called in accordance with the terms of the Brown Act. The Human Relations Commission may establish time limits of presentations.

Information about the City or items scheduled on the Agenda may be referred to:

Suzanne Shenfil, Director
Human Services Department
3300 Capitol Ave
Fremont, CA 94538
(510) 574-2051

Arquimides Caldera, Deputy Director
Human Services Department
3300 Capitol Ave.
Fremont, CA 94538
(510) 574-2056

Your interest in the conduct of your City’s business is appreciated.
Mission Statement

The City of Fremont’s Human Relations Commission (HRC) strives to prevent discrimination and ensure that the rights of all individuals and groups in Fremont are protected under the law. The HRC promotes, supports, and helps create a compassionate community environment where diversity is honored and respected, neighbors reach out and support each other, and the most vulnerable receive services; to allow all a high quality of life in a community where we live, learn, work, and play in peace and harmony.
1. SECRETARY CALL FOR QUORUM

2. CALL TO ORDER

3. ROLL CALL

Welcome New HRC Commissioner – Dyesha Gardner

4. APPROVAL OF MINUTES

4.1 Approve February 22, 2021 Regular Meeting Minutes (Enclosure 4.1)

5. ORAL COMMUNICATIONS

6. WRITTEN COMMUNICATIONS

7. ANNOUNCEMENTS

8. CONSENT ITEMS

8.1 Attendance Summary (Enclosure 8.1.1)

8.2 Calendar of HRC regular/special meetings and events. (Enclosure 8.2.1)

9. OLD BUSINESS

10. NEW BUSINESS (Items on which the Commission has not yet had an agendized discussion or taken action)

10.1 Cessation of Tobacco Use Program presentation

BACKGROUND: The Human Relations Commission was instrumental in bringing to the City Council concerns about increased tobacco use, especially and vaping by young people in Fremont and the ill effects it was having on their health. As the result of this educational campaign and bringing together of organizations also concerned about this health issue, the City Council on October 8, 2019 adopted a Tobacco Ordinance which required the following:

- Any retailer selling tobacco products must obtain an annual Tobacco Retail License from the City
• Cigarettes must be sold in packs of 20, at a minimum price of $8; Cigars (this includes cigarillos/little cigars) must be sold in packs of 5, at a minimum price of $8
• Single cigars already sold at $5 are permitted
• Flavored tobacco products are banned as of November 8, 2019

As the result of this new policy, the City of Fremont, Human Services Department’s Youth & Family Services Division, in partnership with Bay Area Community Health was awarded a grant from Alameda County Health Care Services Agency (ACHCSA) to develop a youth focused tobacco outreach program and to increase access to cessation services. Under this partnership, Bay Area Community Health provided information and trainings to youth and community members around tobacco use risks and offered cessation counseling services, and the City of Fremont developed a public awareness campaign informed by youth around the harms of tobacco use.

Annie Bailey, Youth & Family Services Administrator, will be joining the meeting to highlight the public awareness campaign approach, creative content developed during the campaign, use of the City’s social media channels, and the importance of youth involvement and lessons learned about tobacco use trends and their response to educational messaging.

Enclosure: 10.1.1 – YFS Tobacco Cessation Final Report

RECOMMENDATION: Receive presentation.

11. COMMISSION REFERRALS (Referrals from the City Council to the Commission)

12. COMMITTEE REPORTS

12.1 Financial Resources Committee to fund HRC sponsored events

COMMITTEE BACKGROUND: Vice Chair Montejano and Commissioners Moore and Ramamurthi work to create and implement a sustainable fundraising strategy for HRC sponsored events.

RECOMMENDATION: Receive update and take action as needed.

12.2 LGBTQ Committee

COMMITTEE BACKGROUND: Chairperson Dewan and Commissioners Dhami and Kludjian sit on the LGBTQ Committee.

RECOMMENDATION: Receive updates from Committee and take action as needed.
12.3 Ad Hoc Committee Reports

12.3.1 Election Rules Committee: Commissioners Moore, Kludjian and Khan were appointed to review and clarify HRC election rules.

RECOMMENDATION: Committee will meet at the end of March to review rules.

12.3.2 Strategic Plan Committee: Committee needs to be chosen.

RECOMMENDATION: Choose ad hoc committee for HRC retreat. Discuss suggestions for new ideas to include in the retreat process.

Enclosure: 12.3.2.1 - Strategic Planning Process used from the HRC’s last Strategic Planning retreat

12.4 Liaison Reports

12.4.1 Union City HRC: Commissioner Tiernan is the HRC’s liaison for the Union City HRC.

RECOMMENDATION: Receive update

12.4.2 FRC CAEB: Chair Dewan is the HRC’s liaison for the FRC CAEB.

RECOMMENDATION: Receive update

12.4.3 FUSD: Commissioner Khan is the HRC’s liaison for FUSD.

RECOMMENDATION: Receive update

13. STAFF REPORTS

13.1 Temple Beth Torah update

Staff will provide an update.

13.2 Roll-out of Keep Fremont Housed Rental Assistance Program update

Staff will provide presentation slides on this program.

Enclosure: 13.2.1 – Keep Fremont Housed brochure
14. **REFERRALS TO STAFF** (a request to have items placed on a future Commission agenda as an item of new business. A vote against means it will be dropped without consideration).

15. **ADJOURNMENT**
MINUTES
HUMAN RELATIONS COMMISSION
REGULAR MEETING
MONDAY, FEBRUARY 22, 2021
VIRTUAL ZOOM MEETING
7:00 P.M.

1. SECRETARY CALL FOR QUORUM

2. CALL TO ORDER

3. ROLL CALL

Present: Chairperson Dewan, Vice Chairperson Montejano, Commissioners Dhami, Khan, Kludjian, Moore and Ramamurthi

Absent: Commissioner Tiernan

Staff Present: Director Shenfil, Deputy Director Caldera, Recording Secretary Noelle Tolentino

4. APPROVAL OF MINUTES

A motion was made by Commissioner Moore and seconded by Vice Chair Montejano to approve January 2021 minutes. The motion passed as follows:

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<td>Tiernan</td>
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5. ORAL COMMUNICATIONS: NONE

6. WRITTEN COMMUNICATIONS: NONE

7. ANNOUNCEMENTS

Commissioner Moore informed the Commission that Temple Beth Torah was vandalized, and the Fremont Police are investigating the incident as a hate crime.

8. CONSENT ITEMS

8.1 Attendance Summary
8.2 Calendar of HRC regular/special meetings and events

*Chairperson Dewan called for a vote to approve Consent Items 8.1 and 8.2. The vote passed as follows:*

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9. OLD BUSINESS: NONE

10 NEW BUSINESS (Items on which the Commission has not yet had an agendized discussion or taken action)

10.1 California Associations of Human Relations Organization (CAHRO)
Ann Noel, current CAHRO board member, informed the Commission of the CAHRO’s January 2020 meeting that focused on hate crimes seen around the state and using social media to educate the public. Ann stated CAHRO can be useful in terms of being a clearing house for legislative actions and CAHRO would like to know what Fremont’s HRC would like them to address with the new AG. Chair Dewan and Commissioner Moore expressed interest in CAHRO discussions in terms of hate crimes (if there should be more rules or more education on rules) and how to reach a broader audience.

10.2 Virtual HRC Retreat
Chairperson Dewan stated that it has been a couple of years since the last HRC retreat and a virtual retreat should be held this year to plan the Commission’s priorities for the next few years. Commissioner Moore suggested some research should be done before the retreat to identify the assets/groups that the Commission hasn’t connected with in the past that we can work with moving forward. Staff suggested that HRC can work with Citizens Advisory Committee (CAC) to prepare for the retreat and a survey can be sent to the grantees and/or the community to ask what they would like the HRC to focus on.
A motion was made by Commissioner Moore and seconded by Vice Chair Montejano to form an adhoc committee to plan and schedule a virtual retreat in next 3-4 months. The motion passed as follows:

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<td>Kludjian</td>
<td>Moore</td>
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11. COMMISSION REFERRALS (Referrals from the City Council to the Commission): None

12. COMMITTEE REPORTS

12.1 Financial Resources Committee to fund HRC sponsored events: None

12.2 LGBTQ Committee
Chair Montejano suggested the HRC could plan virtual support for Pride Celebration. Staff will look into this option.

12.3 Ad Hoc Committee Reports: None

12.4 Liaison Reports

12.4.1 Union City Human Relations Commission: NONE

12.4.2 FRC Community Advisory and Engagement Board (CAEB): None

12.4.3 Fremont Unified School District (FUSD)
Commissioner Khan informed commission of news that legislation is in the process of making vaccines available to teachers before they return to in person classes.

13 STAFF REPORTS

13.1 Emergency Rental Assistance Program (ERAP) update
HUD limits document was provided to HRC

13.2 Keep Fremont Housed
Fremont will receive getting $7.2M in a direct allocation from the Federal government since Fremont has over 200K residents. The program will aid low income residential renters that are now in arrears. The program will also be able to pay rent forward for the next 12 months. State aid of $7.9M is also available; however, since federal and state aid cannot be combined the City of Fremont has decided to run its own federal dollars programs, and the State will hold onto the state dollars until June in the case that we need to use those funds. Federal dollars must be encumbered by December
2021. A plan will be presented to City Council on 3/16/21, with the goal of launching the program by 4/1/21.

13.3 Safe Parking for Homeless Strategies update
Three options for Safe Parking strategies -
1. Faith-based partnerships with host sites for 3-5 vehicles each (estimated costs of $343K) 
2. Sanction parking using Good Neighbor guidelines in Vallejo Mills Park and Fremont industrial areas 
3. City owned/leased host site for 30-50 vehicles (estimated costs of $500K/yr with amenities and wrap around services)

13.4 City Council Retreat and Council Priorities Update
The Council is currently focusing on these priorities: Budget, Homelessness, COVID-19.

13.5 Budget update
The City is trying to fill a $15M deficit. Bargaining units have decided to forgo MOU renewals for 1 year and leave contracts the same until end of FY21/22. Social service grants will remain the same and won’t be cut for now. Budget updates will be presented in May.

14. REFERRALS TO STAFF (a request to have items placed on a future Commission agenda as an item of new business. A vote against means it will be dropped without consideration): None

15. ADJOURNMENT

A motion was made by Vice Chair Montejano and seconded by Commissioner Kludjian to adjourn meeting at 8:37PM. The motion passed as follows:

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CITY OF FREMONT
Boards, Commissions, and Committees Attendance Record

HUMAN RELATIONS COMMISSION

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<tr>
<th>Member</th>
<th>Meeting Dates</th>
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<td>Dharinder Dewan</td>
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<td>Tejinder &quot;TJ&quot; Dhami</td>
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<tr>
<td>Dr. Sonia Khan</td>
<td>E</td>
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<td>Martin H. Kludjian</td>
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<tr>
<td>Patricia Montejano</td>
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<td>Julie Moore</td>
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<td>Shobana Ramamurthi</td>
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<td>Cullen Tiernan</td>
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Attendance Codes
P - Present   A - Absent   E - Excused Absence

Meeting Codes
R - Regular Meeting   S - Special Meeting   L - Lack of Quorum
C - Cancelled Meeting for lack of business

* Due to lack of Quorum, absence does not affect eligibility.
Commissioners can not have two unexcused meetings in a row in a one year time frame AND
Commissioners can not have three unexcused meetings in a 6 month time period. Jan - June and July - December
## 2021 HRC Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Meeting Type</th>
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<td>Monday, March 15, 2021</td>
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<td>Monday, April 19, 2021</td>
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<td>Monday, May 17, 2021</td>
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<td>Monday, June 21, 2021</td>
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<td>Monday, July 19, 2021</td>
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<td>Monday, August 16, 2021</td>
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<td>Monday, September 20, 2021</td>
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<td>Monday, October 18, 2021</td>
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<td>Wednesday, November 17, 2021</td>
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<td>Friday, December 17, 2021</td>
<td>Regular Meeting</td>
<td>7:00pm on Zoom</td>
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Youth & Family Services Division

YOUTH TOBACCO AWARENESS & PREVENTION PROJECT

FINAL REPORT

February 12, 2021

A youth focused tobacco awareness outreach project in partnership with Bay Area Community Health and supported by a grant from Alameda County Health Care Services Agency.
SUMMARY

Bay Area Community Health, in partnership with City of Fremont, Human Services Department’s Youth & Family Services Division was awarded a grant from Alameda County Health Care Services Agency (ACHCSA) to develop a youth focused tobacco outreach program and to increase access to cessation services. Under this partnership, Bay Area Community Health is providing information and trainings to youth and community members around tobacco use risks and offering cessation counseling services. The City of Fremont developed a public awareness campaign informed by youth around the harms of tobacco use.

Can you see this prison of smoke?

Can you see the hazy bars that keep us trapped inside, each one more evanescent than the last? Perhaps you can see our gloomy faces, which look as if they were made to match the gray, dismal cells that we remain in.

By all definitions, the prison of smoke is no different from any other compound meant to hold miserable souls like us. But there is one key difference, one simple thing that separates the prison of smoke from the norm—none of us are inmates.

We all hold the keys to our cells, with the ability to leave at a moment’s notice. There is no warden to stop us from leaving this dreary, joyless place. There are no guards to reprimand us, or cameras to watch us leave.

And yet we all stay.

Poem by Aarav Saki, 10th Grade

ACHIEVEMENTS

INCORPORATING THE YOUTH VOICE

A key aspect of the grant project is to develop a public awareness campaign that is informed and by local youth and relevant to youth. To achieve this objective, the City offered a community service project to Tri-City junior high and high school students and invited them to help create graphic and written materials that will be used as part of the public awareness campaign. The community service project, which took place during the week of November 19 – 23, 2020, included a virtual student orientation, individual creative assignments, and a virtual creative workgroup session. Out of 60 community service applications submitted by students, 9 youth were selected to participate in the project. These youth created graphic design or written messaging and participated in a creative work group session attended by a professional graphic designer. During this group session, the youth shared their work, discussed how tobacco has impacted their life, and what they learned about tobacco use and risks to youth by participating in the project.

Suhani Varute, 10th Grade

City of Fremont, Human Services Department – Youth & Family Services Division
Youth Tobacco Awareness and Prevention Project – Final Report – 2-12-21
Youth & Family Services Division
Community Service Opportunity!

We are seeking junior high and high school students in the Tri-City area to participate in our Youth Tobacco Awareness & Prevention Project

**Project Period:** October 19th – October 23rd  
**Service Hours:** 5 hours  
**Where:** Online

**Benefits of Participation!**

- Use your voice to help develop our youth tobacco awareness & prevention campaign  
- Learn more about the risks associated with tobacco  
- Gain insight in how to create awareness campaigns

**Questions?**  
Email klanigan@fremont.gov

**How To Participate:**  
Fill out the application portion, then email to Kevin Lanigan at klanigan@fremont.gov

**Spots are limited so Sign Up Now!**
## YOUTH PARTICIPANTS

<table>
<thead>
<tr>
<th>GRAPHICS TEAM</th>
<th>WRITING TEAM</th>
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<tbody>
<tr>
<td><strong>Suhani Varute, 10th Grader from American High School</strong></td>
<td><strong>Ayaanuddin Ahmed, 8th Grader from Walters Middle School</strong></td>
</tr>
<tr>
<td><strong>Ivana Maanda, 8th Grader from Horner Middle School</strong></td>
<td><strong>Aarav Saki, 10th Grader from American High School</strong></td>
</tr>
<tr>
<td><strong>Vaibhav Vanguri, 10th Grader from American High School</strong></td>
<td><strong>Rhea Chellani, 10th Grader from Irvington High School</strong></td>
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<tr>
<td><strong>Gigi Truong, 11th Grader from Stanford Online</strong></td>
<td><strong>Peiyue Yang, 10th Grader from Irvington High School</strong></td>
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<td><strong>Kym Truong, 10th Grader from Mission San Jose High School</strong></td>
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PUBLIC AWARENESS MEDIA CAMPAIGN

The City engaged a professional designer to assist in the development of creative content and strategies for deploying powerful messaging using the City’s social media channels, as well as school district communications, and other public media outlets. The City’s grant project team met with the designer on multiple occasions to review the project objectives and goals, to develop a creative process that included the students participating in the community service project, and to begin the drafting of creative content.

This is a sample of some of the early initial content produced by the designer.

![Image 1]

![Image 2]

![Image 3]
**YOUTH WORK**

Gigi Truong, 11th Grade

I saw those kids at school They were all looking so cool With that cocaine in there hand And I just walked away But now I have decided To try and take some drugs But when I took that cocaine My life just went insane I didn’t feel like myself anymore I was dying from inside I regretted this choice And then I was no more

Suhani Varute, 10th Grade

Vaibhav Vanguri, 10th

Ayaanuddin Ahmed, 8th Grade
YOUTH WORK

Don’t take the bait.
Blow the candles, not the Bomb
Quit Tobacco not life
Tobacco takes my breath away
Better now than never
Putting down the lighter makes you brighter.
Sweeter scent is not safer smoke
Don’t judge a vape by its flavor
Starting vape isn’t very safe
Getting high doesn’t fly.
Smoking isn’t living
The Smoke’s not dope
There’s no kidding about quitting.
The euphoria’s not good for ya
The Juul isn’t cool
I’m not joking about no smoking
The cig doesn’t dig
The snorted snuff isn’t good stuff

Chase your dreams, not lung disease.
Quit. Before your lungs decide to.
Don’t go broke just so that you can smoke.
Kill bad habits, not yourself.
Don’t start and call yourself smart.
You’re not cool, just a fool.
There are cooler ways to die than from smoking.
Not starting is a lot easier than quitting.
Why smoke when you can be both healthy and wealthy.
Your future is in your own hands. Don’t smoke.
Don’t break your bank just for a quick buzz.
You have your whole life ahead of you. Live it
Go out and live your best life, don’t let bad habits hold you back.

Kym Truong, 10th Grade

Can you see this prison of smoke?

Can you see the hazy bars that keep us trapped inside, each one more evanescent than the last? Perhaps you can see our gloomy faces, which look as if they were made to match the gray, dismal cells that we remain in. By all definitions, the prison of smoke is no different from any other compound meant to hold miserable souls like us. But there is one key difference, one simple thing that separates the prison of smoke from the norm — none of us are inmates.

We all hold the keys to our cells, with the ability to leave at a moment’s notice. There is no warden to stop us from leaving this dreary, joyless place. There are no guards to reprimand us, or cameras to watch us leave.

And yet we all stay.

New people come into the prison of smoke every day, they always come in bearing smiles, real or fake, as we all once did. They comfort themselves with their keys by their sides, telling themselves that they could leave at any time, as we all once did. Then, they find themselves inexplicably and absolutely trapped, as we all now do. New residents make their way to the prison every day, but something about seeing the ones today changed

Rhea Chellani, 10th Grade

Aarav Saki, 10th Grade
YOUTH VOICE INFORMING DESIGN & MEDIA

What we learned from the students is that in their experience, youth are not using traditional tobacco products such as cigarettes and/or chewing tobacco.

Instead, the youth reported that their peers are vaping with devices that look like USB sticks. The designer adapted the creative content to reflect the youth input and he incorporated some of their design work and writing.

Our earlier creative concepts used images of cigarettes, and so we changed those to show vape devices and the vapor that is created when they are used. Additionally, we incorporated some of the new slogans that the students created, such as “smoking takes your breath away” and “kill bad habits not yourself.”
POSTER DEVELOPMENT

We developed a printed poster version of our social media content to increase user interaction via the QR code included and direct users to the webpage. The slogans used on the posters were provided to us by our youth participants. We researched hashtags for use on our social media and decided upon #tobaccofree as it is a popular and well-known hashtag that is familiar to the public and will make greater social media connections. These posters will be provided to schools, health providers, family resource centers, and city transit. They will be translated into Spanish, and the most common languages used in Fremont, and the Tri-City area in Alameda County.
WEB PAGE DEVELOPMENT

A Youth Tobacco Awareness and Prevention web page linked to the campaign is integral to the project. Early development of this page included building the page on the YFS website, developing content, and determining the call to action. The City engaged a graphic designer to repurpose the social media posts he had designed into a dynamic banner which could be displayed at the top of the web page. The content on the page is planned to rotate on a regular basis with youth focused and generated creative content, resources and statistics cited from sites such as the CDC, the Truth Initiative, and more. The website highlights the Youth Tobacco Awareness and Prevention Community Service project that the City hosted along with the youth artwork and writing. Attached below are the final webpage banners, as well as the current student artwork and our call to action.

![It's No Joke to Smoke. Take a break from smoke and vape. #tobaccofree](image1)

![Take a Break from Vape. #tobaccofree](image2)

![Struggling with smoking or vaping? Do you want help to stop? You are not alone.](image3)
SOCIAL MEDIA DEVELOPMENT

We learned from our youth focus group that the most frequently used platforms were Instagram and Tik Tok. YFS has an Instagram account with 400+ followers and so we focused on developing content for this platform. YFS does not have a Tik Tok account. After surveying our youth participants, we discovered that the most liked copy was the images that incorporated bright colors. We asked the graphic designer to expand on the copy he previously created and incorporate the slogans created by our youth along with bright colors.

DATA ANALYTICS

These Instagram posts also include links to our webpage where viewers can receive more information on cessation programs provided by BACH.
The following analytics are from our social media pages and website. The QR codes on our printed posters link directly to the website when a user uses their phones camera. We also placed links on our social media posts that direct users to our website. We anticipate user interactions to increase once the printed media is distributed and displayed.

Social Media Platforms Used:

**YFS Instagram:** [Fremont Youth Wellness](#) (452 Followers)
YFS Webpage: Fremont Youth-Tobacco-Awareness-and-Prevention

- 150 Views
- 4.5 Hours
Human Services Department Digital Newsletter (7,312 subscribers)

- 1/26: 7,312 sends 29.4% open rate
- 2/2: 7,576 sends 25.4% open rate
- 2/9: 7,802 sends 29.7% open rate

Helpful and Important Information

It’s No Joke to Smoke.

Youth Tobacco Awareness & Prevention

Do you know a youth struggling with smoking or vaping? Help is available.

Visit Fremont.gov/Youth-Tobacco-Awareness-and-Prevention for information about resources to help.

Human Services Department Twitter: Fremont Cares (145 Followers)

Fremont Human Services Dept. @FremontCares · Feb 2

Do you know a youth struggling with smoking or vaping? Help is available.

Visit Fremont.gov/Youth-Tobacco-... for information about resources to help. #tobaccofree
NEXT STEPS

In addition to maintaining campaign material on the City’s social media platforms, digital copies of the printed posters will be distributed to counselors and administrators at schools in Fremont Unified School District (FUSD), with a specific focus on Middle and High Schools. Information about the Tobacco Use Awareness and Prevention project with a link to the YFS webpage, will be shared through FUSD social media and communication channels including School Loop, Peach Jar, and the district’s website reaching the parents, guardians of more than 35,000 students. Printed copies of the posters will be distributed for display at FUSD sites and community locations, the Family Resource Center, YFS clinic as well as transit centers where students are likely to frequent, with an expectation that the campaign will reach thousands of youth and community members in the coming months.
CHALLENGES & SOLUTIONS

The major challenge we faced throughout this project was working within the constraints imposed by the COVID-19 global pandemic. All planning and development were performed virtually using web video platforms. The YFS team met weekly to track and complete the project deliverables. The Community Service Project with the youth was also conducted virtually. A potential challenge was lacking access and engagement with youth due to in-person restrictions as a result of the pandemic. Having the youth be engaged and responsive to assignments was key as without their voices and creative content, the public awareness campaign would not reflect their perspective or appeal to other youth. We anticipated and addressed this challenge by designing the scope and participation requirements of the community service project so that it would encourage the youth to attend meetings, be interesting, fun, and allow them to apply their experience with web-based video conferencing technology as well as share their creative expression. The youth received service credits and certificates of appreciation for their participation and contributions.

LESSONS LEARNED

When we began this project, we learned that youth tobacco use is primarily associated with electronic cigarettes and vaping devices. This trend was confirmed during our youth community service project and influenced the content and design of our campaign. We shifted the graphic and written content of the campaign to vaping and e-cigarette imagery versus traditional cigarettes.

While sharing samples of some of the visual and written copy developed by our graphic designer during a meeting with our youth participants, another theme emerged. The youth stated that bright colors made the messaging more appealing and impactful. As a result, we moved away from darker color palates for our social media posts, and instead used brightly colored designs.

We also learned that youth are more inclined to respond to media campaigns that include youth images and voices. For example, our most popular Instagram post was a “selfie” photograph of one of our youth participants sharing the artwork she created for the campaign.
The City of Fremont’s Human Services Department and Youth and Family Services (YFS) Division would like to thank Bay Area Community Health (BACH) and Alameda County Health Services Agency for supporting this project and for providing us with the opportunity to help increase youth awareness around the risks associated with tobacco product use and link youth to tobacco cessation and other key health services.

CONTACT: Annie Bailey, Administrator, City of Fremont, Youth & Family Services Division at: abailey@fremont.gov/510-574-2111 or Kevin Lanigan, Youth & Family Services Division Program Intern at: klanigan@fremont.gov
Human Relations Commission
2021 Action Plan Retreat

SETTING THE CONTEXT (20 Minutes)

1. Mission Statement

2. **Focus Question:** What community needs/issues are you most passionate about seeing the Commission address in 2014 and 2015?

STRATEGIC PLANNING PROCESS (1:45)

1. **Brainstorm:** Generate Ideas on sticky wall cards (20 minutes)
2. **Clustering:** Form relationships between ideas (25 minutes)
3. **Name:** Discern consensus on common directions (30 minutes)
4. **Resolve:** Confirm top priorities (If everything is important, nothing is important, and nothing gets done) (30 minutes)

BREAK (10-15 Minutes)

FOCUSED IMPLEMENTATION WORKSHOP (2:00)

**Rational Aim:** Discern the strategic actions that will begin to build momentum behind each strategic direction for the first year.

**Experiential Aim:** Instill ownership, commitment, and accountability for action.

1. **First Year Accomplishments** (specific, measurable) (30 minutes)
2. **First-year Timeline and Assignments** (50 minutes)
3. **90-day Implementation Steps** (30 minutes)
4. **Review** (20 minutes)
As a result of COVID-19, are you...
Struggling to pay rent?
Owe your landlord past due rent?
Owe past due payments on utility bills?
Are you a landlord who is owed rent?

Keep Fremont Housed

Rental Assistance Program

In April 2021, as part of a federal relief package, the City’s Human Services Department will be launching Keep Fremont Housed to assist eligible Fremont households and landlords financially impacted by COVID-19.

Keep Fremont Housed program will:
- Help renters pay past due rent or future rent
- Help renters get caught up on utility bills
- Help landlords who are owed rent

Program Eligibility for Renters

- Rental unit must be located in Fremont
- Renter has household income at or below 80% of Area Median Income
- Renter qualifies for unemployment or has experienced reduction in household income, incurred significant costs, or experienced financial hardship due to COVID-19
- Renter demonstrates risk of experiencing housing instability or homelessness

Sign up now to receive future updates about Keep Fremont Housed via email:
Visit Fremont.gov/RentalAssistanceList or Call Family Resource Center at 510-574-2028

Priority given to households who have experienced unemployment for 90 days preceding their program application or have a household income at or below 50% of Area Median Income.