



CHARLOTTE
ECONOMIC DEVELOPMENT

Immigrant Integration Implementation Team Update

January 25, 2016

Immigrant Integration Task Force



May 2013

- Americas Society/Council of the Americas (AS/COA) roundtable about maximizing the role of immigrants in expanding the local economy and enriching civic life

November 2013

- City Council created a 29 member Task Force

March 2015

- Task Force delivers report and recommended 27 strategies to City Council

27 Strategies Presented in Seven Sections:

- Support Immigrant and Refugee Entrepreneurship, Small Businesses, and Economic Development
- Ensure and Enhance Access to Services of Local Government
- Promote Citizenship
- Promote Public Safety
- Promote Health
- Promote Education
- Promote Inclusion



Immigrant Integration Implementation Team

Implementation Team Members

- Diego Anselmo – Charlotte-Mecklenburg Police Dept.
- Marcelo Anselmo– Neighborhood & Business Services
- Denise Coleman – Neighborhood & Business Services
- Jennifer Duru - Neighborhood & Business Services
- Antoine Ensley - Human Resources
- Sara Familian - Charlotte Dept. of Transportation
- Carolyn Johnson - City Attorney's Office
- Luis Matta - Community Relations Committee
- Sam Montanez - Charlotte Business INClusion



Implementation Team Continued

Implementation Team Members

- Kim Oliver - City Manager's Office
- Demetria Pipkin - Charlotte-Mecklenburg Fire Dept.
- Janice Quintana - 311
- Bab Westall - Charlotte Water
- Pamela White – CATS
- Warren Wooten - Neighborhood & Business Services

Staff Resources

Emily Cantrell – Neighborhood & Business Services

Alexis Gordon – Neighborhood & Business Services

Emily Yaffe – Neighborhood & Business Services

The Implementation Team

- Reviewed all 27 recommended strategies to gain understanding of connections to current City programs and services
- Assessed recommended strategies impacts to the community at large
- Identified potential actions to address community expectations

The team organized the recommended strategies into three categories

- City-led efforts - align with current programs and directives
- City-led intensive efforts - require boarder discussions related to formal actions or policy decisions
- Partner-oriented efforts - require collaboration with outside organizations

Developed approaches to address the following recommended strategies

- Supporting small business growth
- Increasing Small Business Certification of immigrant-owned businesses
- Establishing programs for International Corridors and creating stronger neighborhoods
- Establishing and staffing an Office of New Charlotteans
- Evaluating the charges and composition of boards
- Creating a Fair Housing/Code Enforcement team
- Encouraging eligible Legal Permanent Residents to naturalize
- Increasing collaboration with CMPD, the Sheriff's Office, and immigrant communities
- Examining the need for public transportation and enhancing street level infrastructure

Leveraging existing Economic Development programs

- Enhancing cross-promotion of Charlotte Business Resources (CBR) with partners

Inventoried CBR partner programs focusing on immigrant business owners

- Identifying and working with partners to fill gaps
- Increasing immigrant participation in May's Small Business Month
- Developing a more robust services portfolio





Conducting a survey of current Certified MWSBEs

- Assessing vendor needs for involvement with CBI
- Identifying certified immigrant-owned businesses

Investigating possible solutions to barriers to immigrant participation in CBI programming

- Discussing barriers with the Business Advisory Committee

Increasing CBI staff presence at community outreach events

- Enhancing program promotion and increasing community connections

Further developing relationships with trusted leaders and organizations in the immigrant community in order to increase participation in City programs

- Included a Multicultural/Multiethnic Workshop at the 2015 Neighborhood Leadership Awards
- Presenting at the International Organizations Meeting



Identifying neighborhoods with a growing immigrant population



- Awarded one Neighborhood Matching Grant to better engage immigrants

Researching the international corridor concept

- Identifying best practices of peer cities
- Gaging community interest in creating corridors



Establish Office of New Charlotteans

Compared suggested duties of the Office of New Charlotteans and similar peer city functions to the Office of International Relations

- Filled an open position with a bilingual International Relations Specialist to enhance the delivery of services and expand programming

Developing ways to raise visibility and aid more newcomers

- Increased partnerships with international community organizations
- Discussing the value of changing the name of the Office of International Relations

Create Inclusive Boards & Commissions



Determined the City appoints the majority of positions on 22 boards and commissions

- Verified that boards and commissions typically reflect the diversity of the applicant pool

- Exploring options for recruiting a diverse pool of applicants for boards and commissions
- Identifying criteria that potentially limit applicant diversity

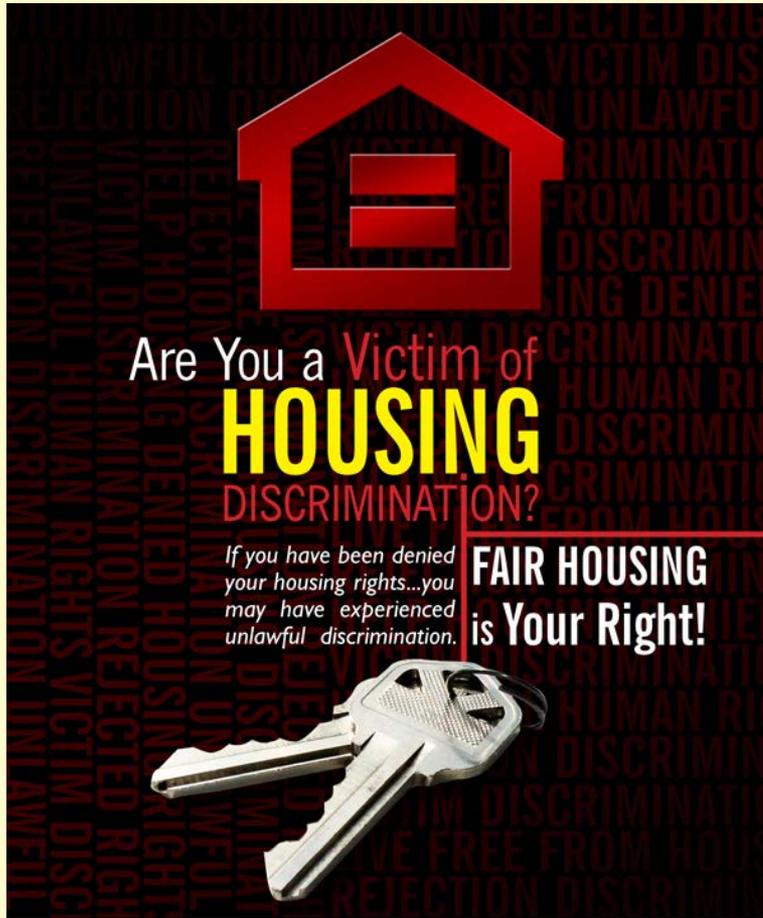
Creating a cross-training program to screen for violations across departments

- Verified that pre-inspections are not permissible under current State policies

Created immigrant outreach program to disseminate information on services relating to code and housing

- Presenting to the Latin American Coalition
- Creating a podcast or radio show





Collaborating to create flyers to display minimum housing standards and rights

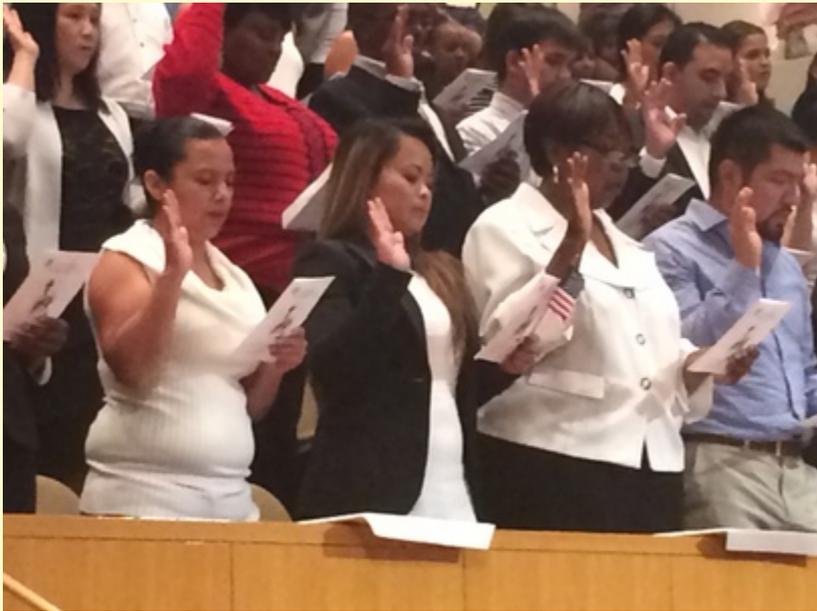
- Seeking to post flyers at apartments, weekly rental hotel, or public places in diverse languages.

Determining how the City can aid in encouraging citizenship efforts with Legal Permanent Residents

- Researched what citizenship activities other cities are conducting
- Met with US Customs and Immigration Services (USCIS) to identify resources and potential community partners
- Shared information on current citizenship initiatives held by community partners



Identified opportunities to encourage and celebrate naturalization



- Creating new partnerships with businesses
- Planning regularly scheduled naturalization ceremonies at the CMGC
- Encouraging eligible City employees to naturalize
- Exploring joining Cities for Citizenship as part of 2016 Citizenship Day

Acknowledged Community Engagement initiatives as an organizational priority within CMPD

- CMPD developed Community Engagement initiatives to increase outreach efforts
- CMPD is selecting officers to be part of a Community Engagement Division



CMPD & Sheriff Collaboration with Community

CMPD and Sheriff's Office discussing continued opportunities for collaboration



- Involving the Boy Scouts, CMPD, and Sheriff's Office in Youth Initiative
- Holding community meetings to explain roles and build trust in CMPD and Sheriff's Office
- Sheriff Deputies volunteering with CMPD's PAL program
- CMPD and Sheriff's Office collaborating to initiate outreach for at risk youth that may be involved in gang activity

Educating public, through workshops, on available resources for pedestrians, bicyclists and transit riders

- Sharing the Immigrant Integration recommended strategies with the current CATS/CDOT Bus Stop Committee and the Bicycle Program Manager, and a newly appointed Task Force



Work is under way on all nine City-led efforts with the following initiatives to be completed in 2016

- Small Business Support
 - Enhancing cross-promotion CBR
 - Identifying and working with partners to fill service gaps
 - Increasing immigrant participation in Small Business Month
 - Developing a more robust services portfolio
- Promote Charlotte Business Inclusion
 - Assessing vendor needs for involvement with CBI
 - Identifying certified immigrant-owned businesses
 - Discussing barriers with the Business Advisory Committee
 - Enhancing program promotion and increasing community connections

- Create Inclusive Boards and Commissions
 - Exploring options for recruiting a diverse pool of applicants for boards and commissions
 - Identifying criteria that potentially limit applicant diversity
- Encourage Citizenship
 - Creating new partnerships with businesses
 - Planning regularly scheduled naturalization ceremonies at the CMGC
 - Encouraging eligible City employees to naturalize
 - Exploring joining Cities for Citizenship as part of 2016 Citizenship Day

- CMPD and Sheriff Collaboration with Community
 - Selecting officers to be part of a Community Engagement Division
 - Involving the Boy Scouts, CMPD, and Sheriff's Office in Youth Initiative
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Develop approaches to address the following recommended strategies

- New Economic Development strategies
 - Increase the marketing of existing programs
 - Explore opportunities to expand programing
- Increasing Cultural competency and language proficiency and access across all City services
 - Share cultural and language resources across departments
 - Test cultural competency training
- Advocate for state and national comprehensive reforms
 - Present Task Force’s suggested reforms to Intergovernmental Relations Committee



Partner-Oriented Efforts

Develop approaches to address the following recommended strategies

- Create Shop Local List
 - Convene meeting of area chambers and small business organizations to increase the promotion of small businesses.
- Going Global Campaign
 - Convene globally focused organizations to discuss how to expand and collaborate on export initiatives
- Dreamers and their parents awareness campaign
 - Awaiting federal decisions on the President's Executive Action

- ACA/Medicaid awareness campaign
 - Work with Mecklenburg County Health Department
- Welcoming Schools
 - Work with CMS
- Welcoming Community campaign
 - Create an integration subcommittee of the Charlotte International Cabinet



Additional Recommended Strategies

- Creation of a Municipal ID card
- Encourage Sheriff to end 287g

HB 318 passed by NCGA and Signed by Governor McCrory affects both of these recommendations.

- Gain feedback on efforts
- Share actions with the community
- Bring City-led intensive and partner-oriented efforts to new Charlotte International Cabinet