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GENERAL MANAGER

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**CITY OF LOS ANGELES  
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**ERIC GARCETTI  
MAYOR**

**CIVIL + HUMAN RIGHTS  
AND EQUITY DEPARTMENT**

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Date: April 21, 2022

To: Honorable Paul Krekorian, Chair  
and Honorable Members of the Budget and Finance Committee  
c/o City Clerk  
Room 395, City Hall

From: Capri Maddox, General Manager  
Civil, Human Rights and Equity Department

Subject: **COUNCIL FILE 22-0600 – CIVIL, HUMAN RIGHTS AND EQUITY  
DEPARTMENT COMMENTS FOR MAYOR’S FISCAL YEAR 2022-23  
PROPOSED BUDGET**

Dear Chairman Krekorian and Honorable Councilmembers:

The Civil, Human Rights and Equity Department (CHRED) would like to thank Mayor Garcetti, City Administrative Officer Matthew W. Szabo, and their respective staff. We are grateful for their diligent and thoughtful teams who continually provide resources for CHRED throughout the year and worked meticulously throughout this budget process.

CHRED appreciates this opportunity to provide feedback on the Mayor’s Fiscal Year 2022-23 Proposed Budget. We realize that the City continues to face fiscal challenges during this sustained response to the COVID-19 pandemic and we are thankful for the consideration given to the Department in the proposed budget. The ongoing support of the City Council’s Budget and Finance Committee has made a significant difference in CHRED’s ability to hire talented staff and develop our equity, discrimination enforcement, and anti-hate campaign programs. Your support helps advance CHRED’s multilingual citywide approach to service that encompasses the intersection of art, advocacy and community - and stands up for an equitable and inclusive Los Angeles. It will also allow us to continue to address discrimination and foster awareness through LA for All, the largest anti-hate PSA campaign in City history with assets in 18 languages.

At this time, CHRED respectfully requests the Budget and Finance Committee to consider the following three requests:

CHRED requests the Budget and Finance Committee's support for an additional budget appropriation of \$458,369. This appropriation will add funding for contractual services (\$248,200), and nine-months funding (\$210,169) and resolution authority for two positions: one Public Information Director I and one Community Affairs Advocate. Funding this request will add necessary staff to manage community engagement, outreach, and public relations. These resources are needed to provide public relations support and program oversight for community engagement programming that addresses discrimination and equity issues within the City.

**Requests:**

**A. Public Information Director I - \$87,984**

**Impact:** For communications functions, CHRED needs a director to plan, coordinate, and administer comprehensive marketing, webinars, speaking engagements, community events, including the launch of the Discrimination Enforcement Division and expansion of the LA for All campaign; support CHRED's five commissions and advisory boards; engage and interact with the media; assist the General Manager with City Council and community requests; address and track current events; disseminate information; create press releases; and advise management of the potential public relations effects of proposed actions.

**B. Community Affairs Advocate - \$122,185**

**Impact:** To further outreach, equity, and empowerment, CHRED needs one experienced advocate to supervise 12 staff positions, and partner with community-based organizations, faith-based groups, business agencies, Neighborhood Councils, philanthropic leaders, and academic institutions.

**C. Contractual Services Funding - \$248,200**

**Impact:** To support and expand its work, CHRED needs funding for discrimination enforcement consultants, the LA for All campaign, equity studies, anti-discrimination training, and increased equipment lease and maintenance costs.

CHRED appreciates the City's investments in equity and justice. However, we recognize that discrimination, hate, and violence have surged over the last two years. For these reasons, CHRED is requesting the above budgetary changes to support its critical needs which will help combat this spiral of hate through community engagement, discrimination enforcement, and empowerment. CHRED is committed to strengthening inclusion, diversity, equity, and accessibility, and remains dedicated to the Mayor's goal of maintaining a livable and sustainable city to celebrate the mosaic of diversity which will be supported by making investments in these key efforts.

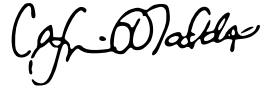
Budget and Finance Committee

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Thank you for your consideration. I am available to answer questions at the budget hearing, but I am happy to talk with you or your staff at any time at (213) 978-1845.

Sincerely,

A handwritten signature in black ink, appearing to read "Capri Maddox". The signature is fluid and cursive, with the first name "Capri" and last name "Maddox" clearly distinguishable.

Capri Maddox, Esq.

General Manager

Civil, Human Rights and Equity Department