

**AMENDMENT NO. 1 TO THE
CONTRACT BETWEEN
THE CITY OF AUSTIN
AND
JOYCE JAMES CONSULTING**

This Amendment ("Amendment") to the Contract ("Contract") is entered by and between the City of Austin ("City") and Joyce James Consulting ("Contractor"). The Contract is amended, as shown below, with new language underlined and removed language struck through.

Section 4.1 Contract Amount, is amended as follows:

4.1. Contract Amount. Contractor shall be paid upon successful completion of the scope of work and tasks, as described in this Contract an amount not-to-exceed \$79,000 [~~\$49,000.00~~] ("Total Contract Amount").

The Scope of Work, which is Attachment A to the Contract, is replaced with the Attachment A to this Amendment.

All other terms and conditions as stated in the original Contract shall remain in effect.

The parties' duly authorized representatives execute this Amendment on the dates set forth, below.

CITY OF AUSTIN

JOYCE JAMES CONSULTING

BY: Rodney Gonzales

NAME: Rodney Gonzales

TITLE: Assistant City Manager

DATE: 3/10/2021

BY: Joyce James
NAME: Joyce James
TITLE: President/ CEO
DATE: 3/8/2021

Approved as to form:
RP
Assistant City Attorney

ATTACHMENT A

Creating a Shared Vision for Racial Equity

“A Groundwater Analysis”

“Turning the Mirror Inward”

Background:

The City of Austin is focusing on undoing the policies and practices that have led to historic systemic inequities with special attention paid to business ownership, employment, artist of color and genre development, and audience outreach and development. To address these systemic inequities, applicants for the “Live Music Venue” grants are required to submit a detailed Equity Strategic Plan.

JJC has the expert knowledge and experience to support the City of Austin in training potential Awardees to ensure these plans are actionable and provide racially equitable opportunities that can be implemented within one year of the grant award.

Joyce James, LMSW-AP the owner and lead consultant in Joyce James Consulting (JJC) is a nationally recognized expert on addressing racial inequity, social justice, and system transformations. With a professional career spanning more than three decades, JJC provides training, data analysis, leadership development, community engagement support, and technical assistance to community-based organizations, non- and for-profit organizations, systems, and institutions at various levels, in both the public and private sectors.

JJC has demonstrated expertise and success in supporting goals and objectives to reduce and eliminate racial inequities. JJC provides a wide range of services focused on undoing institutional and structural racism designed to support increased awareness and strengthen capacity of systems and community leaders, as well as grassroots organizers to plan strategies that address institutional and structural racism.

Previous mixed methodology, cross-sectional study of pre/ post-test and participant evaluations following JJC racial equity training, consistently indicate significant shifts in participant thinking, and increased awareness about racism as the underlying cause of racial inequities and disparities. Analysis of surveys and evaluations also show favorable shifts towards the development of a racial equity lens, as evidenced by participants written feedback.

JJC uses a series of workshops, facilitated small and large group discussions, the highly effective Groundwater Analysis, Community Engagement Model, and Texas Model for Addressing Disproportionality and Disparities, to assist individuals within systems, institutions, and communities in developing a common understanding, language, and definition to guide new, innovation, and collective approaches that reduce racial inequities and improve outcomes for all populations.

Theories of Action

The theories of action that can serve as the initial foundation for systems ongoing equity efforts include transformative learning, critical race theory (CRT), and adult learning. Transformative learning is the “process of experiential learning, critical self-reflection, and rationale discourse that can be stimulated by people, events, or changes in contexts that challenge the learner’s basic assumptions” (Brown, 2006, 706). Through transformative learning, key leaders and critical stakeholders will develop new learning that constructs and appropriates critical shifts in interpreting quantitative and qualitative data and information on racial inequities (Taylor, 2008, 5).

Relative to transformational learning, key features of the critical race theory will serve to enhance and inform equity strategies. CRT argues that “racism and other forms of oppression are central to the experience of people of color and dominant ideologies justify the status quo/structural oppression and must be challenged (DeMatthews, 2016, 8).”

Finally, the adult learning theory, in this context, means “making” or building “knowledge construction” in a way that fosters “critical reflection...essential for transformative learning” (Merriam, 2008, 97). Leadership learning must take place using strategies that promote reflection, discussion, and action.

Proposal:

The JJC proposal is designed around a framework that has been successful in expanding and enhancing the interconnectedness of forward-thinking systems leaders. This approach is necessary for building trust and support for collaborative commitments, learnings and change.

JJC’s initial proposal is to provide consultation and training as described below:

Three 1-Day Workshops for groups of no more than 25 participants

In the absence of a racial equity lens, well-meaning leaders often continue to unconsciously contribute to sustaining and often perpetuating institutional and structural racism, leading to racial inequities in the design and delivery of programs and services. This workshop will increase awareness and elevate the consciousness of the participants by building a common language and understanding of racism, as the underlying factor that contributes to racial inequities in systems. This increased knowledge can be a catalyst for developing strategies to build more effective programs, strengthening community partnerships, and for beginning the journey towards transformation of all systems to better understand and respond to the needs of all populations.

The facilitators are skilled in creating a safe space for participants to discuss institutional and structural racism in the historical and current context, in a way that that holds us accountable for “turning the mirror inward” to examine systemic, rather than individual factors of racism, that contribute to the absence of diversity, inclusion and racially equitable outcomes.

JJC will introduce the following observations based on the Groundwater Analysis of racial inequities:

- Racial Inequities looks the same across systems
- Systems contribute significantly to racial inequities
- System level disparities cannot be explained by a few bad apples
- Poor outcomes are concentrated in poor communities and communities of color

- Systemic interventions, and training can work to increase understanding of the manifestations of racism, reduce disproportionality and disparities, and improve overall outcomes for all populations

More specifically, the workshop will:

- Help participants to develop a common language and understanding that increases knowledge of the history of institutional and structural racism in the City of Austin and ongoing impact on current day racial inequities in music culture and racism in response to Black led events
- Engage participants in activities and facilitate dialogue designed to increase awareness and elevate level of consciousness to begin to recognize the relationships that exists among various helping systems, and the often-disparate outcomes produced for the same vulnerable populations
- Increase understanding of the oppressive nature of systems and their collective impact on BIPOC in the City of Austin
- Provide live music venue leadership and staff with a deeper analysis of how racism impacts inequities for BIPOC in the music culture in the City of Austin
- Increase understanding of and share practice models for engaging with community in a community-led process alongside musicians from historically marginalized backgrounds, with the goal of increasing racial equity, diversity and inclusion in the industry
- Increase capacity of participants to have a common understanding and vision to develop and implement racially equitable strategies for sustainable improvement that increase access and opportunities for BIPOC in live music culture and venues
- Discussion of commonly held attitudes and assumptions about BIPOC and how this contributes to poor outcomes across systems for the same vulnerable populations
- Examine the “Box”-like thinking that hinders the ability to be inclusive of BIPOC in music venues
- Introduce the principles of equality versus equity and the important difference that each makes in creating and sustaining poor outcomes or in removing institutional and structural barriers that keep racial inequities in place.
- Increase awareness of the need to separate systemic factors from individual factors of racism, and the importance of this distinction as the system seeks to enhance its internal culture for deeper analysis and greater effectiveness
- Use data to broaden knowledge and understanding of the relationship that systems have to each other and to the communities they impact (Use local data)

Two 1- Day Debriefs with up to 35 participants from the three workshops

Present analysis of pre/post surveys and participant evaluations at the debrief

Engage participants in discussion using the following sample questions:

- What components of the workshop are challenging for you
- Is there an increased understanding of race as the number one predictor of a person’s outcomes, share examples

- Have you been able to identify, not previously seen, institutional and structural racism
- How does this new learning apply to the underlying causes of racial inequity in Live Music Venues in the City of Austin
- How can internal processes and communication be changed to apply a racial equity lens
- What have you learned so far that sheds new light on day-to-day operations

Two 1-Day Strategy Sessions for participants from the one-day workshops

Facilitate discussions that creates mutual ownership and accountability for the strategies and goals for a racial equity plan for Live Music Venues

Sample Questions

- How will this new knowledge better inform your strategies for increasing the participation of BIPOC in music venues
- What needs to change in your internal processes and communication to apply a racial equity lens to your work, and to begin a deeper discussion on the barriers and challenges that keep racial inequities in place in the music venue
- What steps are needed to better engage the BIPOC community
- How does City of Austin Music Venues exclude, exploit, oppress, and underserve musicians and communities of color
- Identify specific goals and strategies to include in the racial equity plan in order to be considered as a recipient of the funding from the City of Austin
- Identify specific measures applicants must meet to ensure compliance
- Identify additional supports needed and next steps

Daily Rate: \$10,000 (Ten Thousand Dollars)

Includes offsite planning, prep prior to and between sessions, pre/post survey and evaluation and a written analysis that captures participants responses, ideas, and recommended strategies for the equity plan.

Proposed Dates:

- February 17,18,25 Workshops
- March 15-16 Debriefs
- April 12-13 Strategic Planning sessions

Total Costs of workshop, debrief, strategy session:

\$70,000 (Seventy Thousand Dollars)

Following the workshop, debriefs, and strategy session:

- Review up to 70 **applications** submitted by the venues to ensure plans are actionable for achieving goals as outlined by the Economic Development Department **and** for implementation within one year of the grant award

Two-hour reviews \$100 per hour for a total of \$9,000 (Nine Thousand Dollars).

Consultant will review up to 70 applications though billing is only for 45.

Total Cost: \$79,000 (Seventy-Nine Thousand Dollars)

Thank you for your consideration of this proposal!

If additional information is needed and or you would like to further discuss this proposal, please contact:

Joyce James

President/ CEO Joyce James Consulting

409-553-0314

512-244-1913

jjameslmsw@aol.com