

#ShowingUp

SFO'S DIVERSITY, EQUITY & INCLUSION NEWSLETTER
FALL 2024

Message from the DEI Office: #ShowingUp for the Environment

Hello, Holidays! Last month, we honored *World Sustainability Day*, reminding us that the fight for environmental justice intersects directly with issues of racial and social equity. Historically, Black, Indigenous, and other People of Color (BIPOC) communities have been disproportionately affected by environmental issues due to systemic inequities. Some examples include fewer opportunities to access green spaces, limited access to affordable and nutritious food (i.e., food deserts), greater exposure to polluted air and water in marginalized neighborhoods, and displacement through gentrification. The environmental burdens faced by many BIPOC communities are compounded by historical inequities that not only harm their health and well-being, but can also limit their ability to participate in the natural environment.

For BIPOC communities, showing up for the environment is about more than conservation, too - it's about reclaiming agency over spaces and resources that have been exploited for generations. It is a continuation of the struggle for self-determination, land rights, and equitable access to safe, healthy environments. Whether through community organizing, advocating for policy change, or integrating cultural practices honoring the earth, BIPOC communities have always been at the forefront of environmental stewardship.

In this issue, we explore how BIPOC communities have and continue to show up for our environment, advocating for sustainability, resilience, and joy-making in the face of climate change. Let's celebrate the diverse ways our communities are leading the charge and how we can all be inspired to #ShowUp for the Airport's mission of *delivering an airport experience where people and our planet come first*.

“In the United States too often we think that ‘environmentalist’ means the person who is driving in that electric vehicle, when in fact we neglect the 20 people who are riding in the bus.”

– Xavier Becerra

Secretary of the Department of Health and Human Services (the first LatinX to hold this position in history)

THINK OUTSIDE THE BOX



Did you Know

Immigrant families in the U.S. tend to recycle more or demonstrate better recycling habits than non-immigrant households, often driven by cultural values, resource conservation practices, and a commitment to community. Research conducted by the UCLA Luskin School of Public Affairs found that LatinX communities, especially those with immigrant backgrounds, were more likely to recycle than non-Latino, non-immigrant households. The study indicated that these behaviors were driven by cultural values and a desire to minimize waste, even when there were limited resources for formal recycling.



Spotlight: DEI Champions who are #ShowingUp



Samuel Hill

Meet Samuel Hill, one of the newest leads to join BIPOC@SFO, and our first Employee Resource Group (ERG) co-lead representing the overnight custodial crew! We chatted with Samuel, who has been working at the Airport for 5 years, to learn about his work, and his own connection to sustainability efforts.

DEI: Do you have a personal connection to environmental sustainability?

Hill: Absolutely. Before I came to SFO, I worked with the Oakland Unified School District for 11 years. In 2014, the District partnered with Waste Management to launch a landfill diversion contest aimed at improving student learning about waste reduction. I loved the experience of watching kids from all age groups, especially younger ones, debating how to categorize their waste into appropriate disposal categories. I am proud that the school I worked with, Jefferson Elementary, rose to the challenge and won the award for diverting the most material from our landfills! We even got a feature on KTVU. That experience triggered my passion to compost, recycle, and take better care of our planet through simple actions.

DEI: How have you drawn on learned resilience in your work, especially working the night shift in a physically demanding job?

Hill: My dad was a juvenile institutional officer with the County of Alameda, so I grew up seeing him working very hard with really long days. I also learned what a resilient work ethic with a positive outlook looked like from my mom and grandmother.

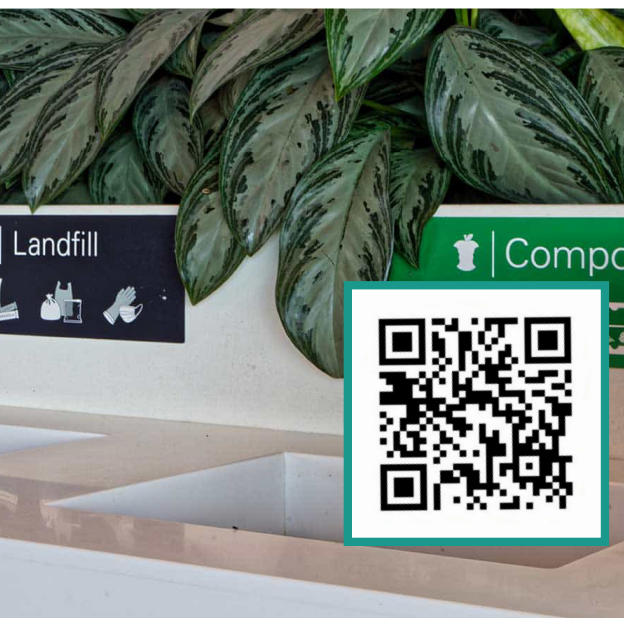
DEI: Are there any aspects of Custodial work that you find relaxing or calming?

Hill: I love cleaning. There is a lot of gratification that comes with seeing the outcome of a space after you've taken care of it, especially hearing a guest comment how fresh and clean it feels for them. It makes me feel really good!

DEI: What is something you wish more people knew about you?

Hill: I love to read, especially autobiographies. I have a 2-hour commute from the Airport, so I usually use that time on the Bart to decompress, and reading always helps me do that. Earlier this year, while cleaning a station I am normally not assigned, I noticed a book that had been abandoned. It was a book I normally wouldn't pick up, but when I started reading it, I couldn't put it back down!

How you are #ShowingUp for yourself and/or others? Do you know of other DEI Champions? Reach out to be featured in our next newsletter!



Becoming a Zero Waste Airport

Fun fact: Nearly all waste in the airport terminal can be composted or recycled, yet the average SFO guest still tosses about half a pound of materials during their visit! SFO is on a mission to change that by reducing waste and creating a zero-waste experience for everyone. Our goal? A whopping 90% waste diversion by 2030! Let's work together to make SFO cleaner and greener! 🌱♻️

You can learn more about the Airport's various [zero-waste initiatives here](#).

Get involved: share YOUR ideas to help improve our environment, thinking of ways to reduce water and/or energy usage, waste, carbon emissions, or anything else you can think of! Scan the QR code or visit the 2024 Seeds of Change Challenge Form [here](#) by 11/30 for a chance to win some SFO Swag!

SFO Celebrates

Since our last issue, SFO celebrated Asian American Pacific Islander Month, Pride Month, Hispanic Heritage Month, and brought back “Bring Your Child to Work Day.” Here are some highlights from the ways we’ve celebrated since our last newsletter.



Out@SFO, MarCom, and Facilities organized another successful Pride Parade contingent to showcase SFO Pride. The theme this year was, “Love Illuminates Every Journey.”



The ITT team gathered together for a delicious potluck celebration of Eid and Arab-American Heritage Month



LatinX@SFO Co-leads Alejandro Pimentel, Viviana Soper, Claudia Briones, and Enrique Calvo (missing: Luis Moreno) pose for a photo after coordinating a heartwarming Mother's Day event, with several moms of Commission staff also in attendance



Parents@SFO brought back, “Bring Your Child to Work Day” after nearly 4 years, with 100 children of SFO team members enjoying a jam-packed day of exploring what makes the Airport a great place to work



Celebrating heritage in style! Our incredible Latinx team shines together after a vibrant cultural fashion show



AAP@SFO Co-leads organized a potluck in celebration of Filipino American Heritage Month, featuring some incredible karaoke talent at SFO!

ERG News & Alerts

Are you looking for a meaningful way to gain leadership experience and support your fellow parent/caregiver and veteran colleagues at work? If so, **Parents@SFO** and **Vets@SFO** is looking to recruit you! Please reach out to SFO.DEI@flysfo.com to learn more about joining these ERGs and/or about becoming an ERG Lead.

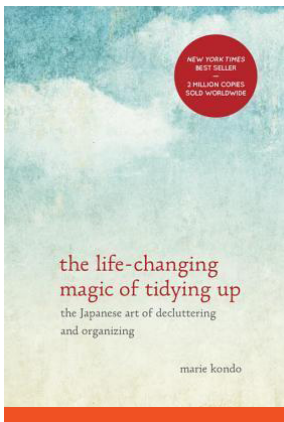


Community Corner

Let's build knowledge together through our Community Corner! In each newsletter, we'll share what some of your colleagues are reading, eating, and listening to. Let us know what's on your bookshelf, palette, and playlist by emailing us at SFO.DEI@flysfo.com.



What We're Reading

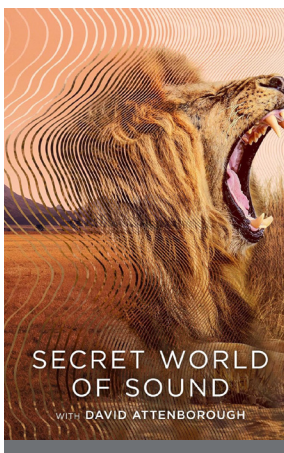


The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing, by Marie Kondo, gives readers guidance for determining which items in a home “spark joy,” and which don't. Some of her advice includes tackling categories, instead of rooms, when deep cleaning. For example, rather than focusing on decluttering a whole room or an entire closet, it's more efficient and

less overwhelming to start by decluttering your clothes, then shoes, then books, then paperwork, etc.



What We're Watching



The Secret World of Sound with David Attenborough, available on Netflix, explores the role of sound in nature and how it influences the everyday lives of animals – from birth, to surviving adulthood, to finding a mate. With sound of nature being largely invisibilized in our modern lives, viewers learn how sound is crucial to how animals communicate, behave, and make decisions. Using high-tech technology, the series is able to capture sounds

that are out of reach of the human ear, and it makes for an incredibly relaxing background show (maybe while you clean your home, Marie Kondo style 😊).

INCLUSION TIP



Making Space for Non-Dominant Experiences

Whether your team members celebrate different holidays or celebrate observances in different ways, make space to support them and learn about cultures, religions, nationalities, groups, and identities other than your own.



Chief Digital Transformation Officer, Iyad Hindiye, skillfully prepares traditional Palestinian flatbread, known as Manakish Zaatar



AAPI@SFO Co-leads Diana Tsui, Ken Fung and Vivian Fong practice making traditional red bean mooncakes for a delightful tasting celebrating the mid-autumn moon festival



What We're Eating

Korean Bibimbap Recipe

- 1 cup rice (adjust to your liking)
- ½ zucchini
- ½ bag of bean sprouts
- 1 bag of spinach
- ½ of a carrot
- ½ of mushrooms (any kind)
- 1 portion of marinated bulgogi or marinated beef
- 1 egg
- Sesame oil
- Garlic
- Salt to taste
- Optional: gochujang (Korean chili paste) and sesame seeds

Instructions:

This recipe involves a lot of preparation, so get ready, and follow along here!

Zucchini

- Wash and cut your zucchini into quarters
- Add your zucchini to a pan with a teaspoon of grated garlic and a tablespoon of oil (not too much, we don't want to take away from the flavor)
- Sauté until oil is gone
- Add 4 tablespoons of water and keep sautéing until your zucchini is soft

Carrots

- Wash your carrots
- Cut them into matchsticks, or peel them if you want a thinner slice

Mushrooms

- Wash your mushrooms and cut off the ends
- Cook your mushrooms in boiling water until soft (roughly 1-2 minutes)
- Optional: After boiling, sauté your mushrooms with a teaspoon of grated garlic

Spinach

- Wash your spinach
- Add to boiling water
- Blanch for about 1 minute
- Drain and squeeze excess water until you have a ball of spinach
- Cut your spinach into ¼ if you want
- Put your spinach into a bowl and toss with a pinch of salt and half a tablespoon of sesame oil
- Top with sesame seeds

Bean Sprouts

- Start a boiling pot of water and add two pinches of salt to the water
- Wash your bag of bean sprouts
- Add the bean sprouts to the boiling water
- Leave on medium heat and boil for 20 minutes or until translucent
- Drain the water
- Add to a bowl and add half a tablespoon of sesame oil, sesame seeds, and a light pinch of salt (we want to keep the flavors light!)

Marinated Bulgogi/Beef

How to marinate: 1 tablespoon minced garlic, 1 tablespoon soy sauce, 1 tablespoon sugar, 2 tablespoons of sesame oil, 1 teaspoons of sesame seeds

- Cook directly or leave to marinate for a few hours (recommended)
- Once done marinating, cook on a pan (no oil) until fully cooked to your liking

Assembling

- Put your portion of rice into a bowl
- Put equal portions of the ingredients you prepared into the bowl
- Add a sunny side egg on top
- Add sesame seeds on top

Optional: Add a tablespoon of gochujang to make it spicy OR add a teaspoon of sesame oil for more flavor Or add 2 tablespoons or more of soy sauce

- Adjust to your liking and enjoy!

“Hi everyone! My name is Jessica Lee and I am super excited to share with you a family favorite in my Korean household, Bibimbap. This recipe is extremely easy to make, and is extremely adaptable, so if you have random vegetables or meats in your fridge, feel free to create your own spin on this recipe! However, today I am going to share the way my family traditionally makes it. I hope you enjoy it!”





What's Happening

We've gathered information about City happenings and local events related to upcoming observances, holidays, and Heritage Month celebrations you won't want to miss!



Native American Heritage Month is celebrated in the United States during November to honor the history, culture, and contributions of Indigenous peoples. In the Bay Area, the Ohlone people are recognized as the original stewards of the land, including modern-day San Francisco and the East Bay. This month highlights their enduring cultural practices, such as shell mound ceremonies, language revitalization, and controlled burns to promote ecosystem health. It is also an opportunity to reflect on efforts to reclaim ancestral lands, protect sacred sites, and honor Ohlone leadership in preserving biodiversity and fostering environmental stewardship for future generations.



Mural installation in the Mission District as part of the Indigenize SF project, led by the American Indian Cultural District to shed light on issues faced by Native American populations in the Bay Area and beyond



Other Resources

Prayer Room The Airport recently re-opened the Berman Reflection Room in the International Terminal, G-side. The Reflection Room offers a space for quiet self-reflection and meditation, including a prayer room equipped with prayer rugs. The Berman Reflection Room is open daily from 9 am – 7pm.



2024

DIVERSITY CALENDAR

NOVEMBER

International Employee Resource Groups (ERG) Day, Transgender Day of Remembrance, International Day for the Elimination of Violence against Women

DECEMBER

International Day of Disabled Persons, International Human Rights Day, Christmas, Hanukkah (Dec 25 - Jan 2), Kwanzaa (Dec 26 - Jan 1)

CITYWIDE EVENTS

- [Native American Heritage Month at the San Francisco Public Library](#)
Dates throughout November, at a SFPL Library Branch near you
- [San Francisco Transgender Day of Remembrance](#)
November 20, starting at 5 pm in front of San Francisco City Hall MARTs (934 Brannan St., San Francisco)
- [Let's Glow SF](#)
December 6 through December 15 from 5:30 – 10 pm nightly at the foot of Market Street facing the Ferry Building in San Francisco
- [San Francisco Pathways to Citizenship Initiative's Free Citizenship Workshop](#)
December 7th from 10 am to 2 pm at the City College of San Francisco Chinatown Center

We recognize our Diversity Calendar is by far not a comprehensive list, so please let us know if we've missed something important to you!

Preferred gender pronouns in email/line signature line

If you haven't already, you can update your email signature with your pronouns to reflect SFO's new brand design! The below email signature formats are approved by MarCom and can be found on SFOConnect.



Your Name (she/her/hers)
Your Title | Your Division or Section
San Francisco International Airport | P.O. Box 8097 | San Francisco, CA 94128
Office: 650.821.xxxx | Mobile: xxx.xxx.xxxx | flysfo.com

Facebook | X | YouTube | Instagram | LinkedIn | Threads

Inclusion Tip: Incorporating pronouns in email signatures is a small but meaningful step towards fostering an inclusive and respectful communication culture. People choose to include their pronouns in an email signature for many reasons, including:

- **Clarity and Respect:** Stating pronouns like “he/him,” “she/her,” or “they/them” helps others address you correctly, avoiding assumptions based on your name or appearance. It shows respect for your identity.
- **Normalizing Pronoun Sharing:** When people share their pronouns, it helps normalize the practice, making it easier for everyone, especially those whose pronouns might not be obvious or align with traditional expectations.

THINK OUTSIDE THE BOX



Did You Know?

There is a worldwide misjudgment of the true size of Africa. This single image, by Creative Commons, tries to embody the scale of the continent, which is larger than the United States, China, India, Japan, and all of Europe...combined! Our misperceptions are due, in large part, to the distorted maps that we grew up with (also known as the Mercator projection).

The True Size of Africa

A small contribution in the fight against rampant *Immapancy*; by Kai Krause
Graphic layout for visualization only (some countries are cut and rotated)
But the conclusions are very accurate: refer to table below for exact data

COUNTRY	AREA x 1000 km ²
China	9.597
USA	9.629
India	3.287
Mexico	1.964
Peru	1.285
France	633
Spain	506
Papua New Guinea	462
Sweden	441
Japan	378
Germany	357
Norway	324
Italy	301
New Zealand	270
United Kingdom	243
Nepal	147
Bangladesh	144
Greece	132
TOTAL	30.102
AFRICA	30.221



Top 100 Countries

Area in square kilometers, Percentage of World Total
Source: Britannica, Wikipedia, Almanac 2010

AREA		
	km ²	%
Russia	17,090,242	11.50
Canada	9,984,670	6.70
China	9,790,961	6.40
United States	9,629,091	6.40
Brazil	8,514,877	5.70
Australia	7,692,024	5.20
India	3,287,263	2.30
Argentina	2,780,400	2.00
Kazakhstan	2,350,000	1.60
Sudan	2,505,815	1.70
Algeria	2,381,741	1.60
Congo	3,544,858	1.80
Greenland	2,166,086	1.50
Saudi Arabia	2,149,690	1.50
Mexico	1,954,375	1.30
Indonesia	1,890,260	1.30
Uganda	1,709,240	1.20
Iran	1,628,750	1.10
Mongolia	1,564,100	1.10
Peru	1,285,000	0.90
Chad	1,284,000	0.86
Niger	1,267,000	0.86
Angola	1,246,700	0.85
Bolivia	1,098,580	0.80
South Africa	1,221,037	0.82
Colombia	1,141,748	0.78
Sri Lanka	1,04,300	0.74
Bahamas	1,088,581	0.74
Mauritania	1,030,500	0.69
Egypt	1,002,000	0.67
Tanzania	945,087	0.63
Nigeria	923,768	0.62
Venezuela	912,000	0.61
Indonesia	824,116	0.56
Mozambique	801,590	0.54
Paraguay	396,500	0.25
Turkey	783,562	0.53
China	9,790,961	6.40
Zambia	752,812	0.51
Myanmar	676,578	0.45
Afghanistan	652,000	0.44
Senegal	670,000	0.43
France	633,000	0.43
C. African Rep.	622,000	0.42
Ukraine	603,000	0.41
Madagascar	587,041	0.39
Botswana	582,000	0.39
Kenya	580,367	0.39
Namibia	824,116	0.56
Thailand	513,120	0.34
Spain	505,000	0.34
Turkmenistan	485,000	0.33
Cameroon	476,442	0.32
Papua New Guinea	462,000	0.31
Liberia	111,369	0.07
Morocco	446,550	0.30
Uganda	449,370	0.30
IRQ	438,317	0.29
Paraguay	396,500	0.25
Zimbabwe	390,757	0.26
Japan	377,960	0.25
Germany	357,000	0.24
Rep. of Congo	342,000	0.23
Finland	338,419	0.23
Vietnam	331,212	0.22
Malaysia	330,000	0.22
Norway	323,802	0.22
Cote d'Ivoire	322,463	0.22
Poland	312,685	0.21
Ghana	239,500	0.21
Italy	301,336	0.20
Philippines	300,000	0.20
Burkina Faso	274,000	0.18
New Zealand	270,467	0.18
Bahamas	270,000	0.18
Western Sahara	266,000	0.18
Ecuador	283,560	0.20
Gambia	246,867	0.17
United Kingdom	243,000	0.16
Uganda	241,000	0.16
Romania	238,399	0.16
Laos	236,800	0.16
Guinea	244,000	0.14
Belarus	214,900	0.14
Denmark	207,600	0.14
Kyrgyzstan	199,000	0.13
Senegal	196,722	0.13
Syria	185,180	0.12
Canada	181,000	0.12
Uganda	176,216	0.12
Burkina Faso	163,800	0.11
Tanzania	163,000	0.11
Bangladesh	147,586	0.10
Tajikistan	143,100	0.10
Greece	131,957	0.09
Norway	130,370	0.09
North Korea	120,538	0.08
Norway	118,844	0.08
Belarus	117,800	0.08

TOP 100 TOTAL		
	km ²	%
	120,632,024	83.34

In addition to the well known social issues of illiteracy and immaturity, there also should be such a concept as "immapancy", meaning insufficient geographical knowledge.

A survey with random American schoolkids let them guess the population and land area of their country. Not entirely unexpected, but still rather unsettling, the majority chose "1-2 billion" and "largest in the world", respectively.

Even with Asian and European college students, geographical estimates were often off by factors of 2-3. This is partly due to the highly distorted nature of the predominantly used mapping projections (such as Mercator).

A particularly extreme example is the worldwide misjudgement of the true size of Africa. This single image tries to embody the massive scale, which is larger than the USA, China, India, Japan and all of Europe.....combined!

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Drop Us A Line

If you would like to contribute to this newsletter, have ideas about ways to make SFO a more inclusive workplace, or have an equal employment opportunity concern, you can reach out to the DEI Office anytime at SFO.DEI@flysfo.com. You can also find our office at the ITB, 4th level, Suite I-4-27.