



Office of the Mayor
City of Seattle
Gregory J. Nickels, Mayor

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CITY OF SEATTLE
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CITY CLERK

Executive Order: 05-08
Inclusive Outreach and Public Engagement

An Executive Order directing City departments to perform outreach and public engagement in a manner that reflects the racial and cultural diversity of Seattle. This Executive Order directs City departments to develop a common approach to outreach and public engagement and coordinate implementation Citywide.

WHEREAS, people of color, immigrant and refugee communities, and low-income people have faced barriers to resources and amenities, and to accessing information, or being included in public processes and public engagement; and

WHEREAS, the diversity of Seattle presents both opportunities and challenges in relation to outreach and public engagement, thus requiring consistent and coordinated strategies; and

WHEREAS, the City is committed to ending institutionalized racism in City government; and

WHEREAS, the City strives to create a city that is enriched by its diverse cultures, with civic participation by all community members; and

WHEREAS, the City invests significant resources in outreach and public engagement strategies, and seeks to maximize the efficiency and effectiveness of these methods; and

WHEREAS, a healthy democracy requires outreach and public engagement that takes into account our communities' racial, cultural, and socio-economic complexity; and

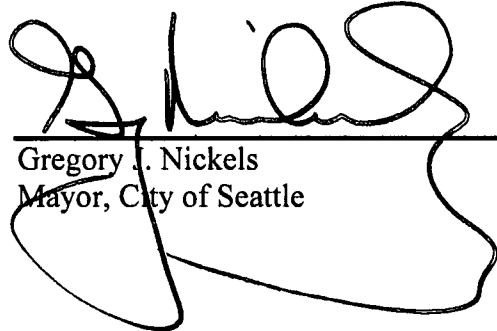
WHEREAS, the City aims to appropriately use community skills and expertise to enhance our outreach and public engagement efforts;

NOW, THEREFORE, I, GREGORY J. NICKELS, Seattle Mayor, do order that all City departments use practices that are inclusive of all persons in the Seattle community and that engage the public through effective outreach.

FURTHERMORE, I direct the Seattle Office for Civil Rights and the Department of Neighborhoods to co-lead implementation of this policy.

Inquiries regarding this Executive Order should be directed to the Race and Social Justice Initiative Manager in the Seattle Office for Civil Rights at (206) 684-4500.

Dated this 4th day of April, 2008



Gregory J. Nickels
Mayor, City of Seattle

Attachment A: Inclusive Public Engagement Policy

1. Purpose and Scope

The City of Seattle is committed to ending institutional racism and creating a city that is enriched by its diverse cultures, with civic participation by all community members. To this end, the City commits to developing and implementing outreach and public engagement processes inclusive of people of diverse races, cultures, gender identities, sexual orientations and socio-economic status. This policy is designed to increase access to information, resources and civic processes by people of color and immigrant and refugee communities through the implementation of racially and culturally inclusive outreach and public engagement processes.

2. Key Definitions

2.1 Public Engagement

Activities that intentionally enable community members to effectively engage in deliberation, dialogue and action on public issues and in the design and delivery of public services.

2.2 Outreach

Activities intentionally employed to make contact and potentially develop working relationships with specific individuals and/or groups for purposes including, but not restricted to, sharing information, education, or service provision

2.3 Community members

Residents, customers, business owners and others who live, work or otherwise engage in activities with the City of Seattle. More specific communities of interest may exist for a specific program or policy. Communities of interest may share a common geographical location, interest or attribute.

2.4 Outreach and Public Engagement Liaisons

City staff designated by their departments to serve as resources to conduct racially and culturally competent outreach and public engagement processes.

2.5 Culturally and racially inclusive outreach and public engagement

Public processes that ensure the participation of people of color, immigrant and refugee communities, and low income people in City outreach and public engagement processes.

2.6 Cultural relevancy

Programs, policies and/or procedures that respond to and are reflective of the needs of a person's and/or community's racial, ethnic, cultural and linguistic experiences.

2.7 Cultural competency

Behaviors and actions that reflect and respond effectively to the racial, ethnic, cultural and linguistic experiences of the communities involved with a particular program, policy or procedure.

2.6 RSJI Outreach and Public Engagement Consultant Roster

A list of RSJI outreach and public engagement consultants who have demonstrated expertise and experience in designing and implementing racially and culturally inclusive strategies for outreach and public engagement.

3 Policies

The City of Seattle should make reasonable efforts to implement the following policies:

3.1 Successful Outreach and Public Engagement

The purpose of all outreach and public engagement activities will be clearly identified. Outreach and public engagement activities will provide equitable opportunities for participation. Appropriate steps will be taken to eliminate institutionalized racism and promote a multicultural perspective. Activities will be conducted in accordance with the standards listed below:

- Outreach and public engagement processes are intentionally inclusive and culturally relevant and competent.
- Community members' investment of time is respected.
- Participants are kept informed of the results of their engagement.
- Communities' cultural assets and knowledge are recognized and utilized.

Guidelines for implementation of these standards will be contained in the Department of Neighborhoods Outreach and Public Engagement Toolkit.

3.2 Leadership and Coordination

The Seattle Office for Civil Rights and the Department of Neighborhoods will provide leadership on this policy and co-lead the implementation of the Outreach and Public Engagement Work Plan.

3.3 Outreach and Public Engagement Liaisons

Each department must designate a staff person to serve as an Outreach and Public Engagement Liaison.

3.4 Duties of Outreach and Public Engagement Liaisons

Outreach and Public Engagement Liaisons will coordinate their departments' outreach and public engagement strategies, in accordance with this policy.

3.5 Use of consultants for outreach and public engagement

When departments are in need of additional outreach and public engagement resources, consultants who have demonstrated expertise and experience in designing and implementing racially and culturally inclusive strategies for outreach and public engagement will be utilized. Such consultants will be listed on an Outreach and Public Engagement consultant roster.

3.6 Adherence to the City's Translation and Interpretation Policy

All outreach and public engagement processes also will adhere to existing policies outlined in the City's Translation and Interpretation Policy.

3.7 Resources

Departments will use their own Outreach and Public Engagement Liaisons as resources; when additional outreach and public engagement resources are

needed, departments will utilize the RSJI Outreach and Public Engagement consultant roster. Departments are to seek guidance from SOCR and DON staff.

Departments are responsible for the costs associated with using consultants listed in the Outreach and Public Engagement Contractor Roster.

3.8 Measuring success

The Outreach and Public Engagement Liaisons will ensure implementation of these policies and will develop and implement measures to track the success of these policies, including soliciting and responding to feedback from staff, community members and consultants on effectiveness of new Outreach and Public Engagement policies and procedures.

The City will review these policies in accordance with Race and Social Justice work plans and make adjustments as appropriate.