



MEMORANDUM

TO: Councilmember Sally Bagshaw, Chair
Parks and Seattle Center Committee

FROM: Robert Nellams, Director 

DATE: May 26, 2010

RE: Seattle Center Presentation on 2010 Race and Social Justice Initiative Work Plans

I appreciate the opportunity to share Seattle Center's Race and Social Justice Work Plan with your committee on June 3, 2010. Mary Wideman-Williams, Seattle Center's Chief Operating Officer, serves as Executive Sponsor for our Change Team and will be presenting our department's plan and accomplishments with you.

The mission of Seattle Center is to "delight and inspire the human spirit in each person and bring us together as a rich and varied community." This is accomplished through the many public programs and commercial events we deliver to the more than 12 million visitors we serve each year.

Despite the City's difficult financial environment and increasing constituent needs, I am pleased that RSJI continues to be a priority, not only for the Mayor, but for City Council as well. Use of the RSJI filter and the Racial Equity Toolkit in making policy, program and budget decisions is more important than ever in our current environment. Eliminating race-based inequities in our city is difficult work, and requires a long-term commitment. Your shared commitment and support is critical to our success.

Seattle Center has been involved in and committed to RSJI since its inception (2004). Although we will be focusing on our 2010 work plan at the Committee meeting, I also wanted to share some of our accomplishments for previous years:

- Established strong partnerships in the presentation of diverse cultures through 22 ethnic cultural festivals each year. The Festal series shares and celebrates the specific ethnic community's art, dance, exhibits, food, music and other cultural aspects.
- Led the development of a revised Employees Rights & Responsibilities document to ensure the integration of RSJ principles and values.
- Utilized an ethnomusicologist to reprogram our phone system "hold" music for more inclusive and culturally diverse soundtracks.
- Ensured all Seattle Center employees completed the **Race: The Power of Illusion** initial training.

The attached table describes our major accomplishments thus far, in 2010, as well as some of our challenges. Because of limited time, we won't be able to cover this information in detail, but will highlight the following:

- Completed all required management training series for SC Leadership Team
- Began a review of SC policies using the toolkit
- Utilized the RSJI Budget/Policy Filter in departmental budgeting processes
- Conducted outreach to engage Festal communities in the RFP process for Fun Forest Activation

- Hosted the RSJI Summit and the Ethnic Arts Connection in partnership with other City departments, King County, and the State of Washington

We look forward to sharing our work and strategizing with the Committee about how we can collectively work for racial equity.

cc: Mary Wideman-Williams, Seattle Center RSJI Change Team Executive Sponsor
Steve Sneed, Co-Chair, Seattle Center RSJI Change Team
Julio Moran, Co-Chair, Seattle Center RSJI Change Team
Seattle Center RSJI Change Team Members
SOCR – Julie Nelson, Glenn Harris, and Brenda Anibarro

June 1, 2010

Attachment 1: Race and Social Justice Work Plan

For the Period January 1 to December 31, 2010

Department:
**Seattle
Center**

Director: **Robert Nellams**

Date of Update: **6/1/10**

RSJI Work Plan Lead:
Mary Wideman-Williams
Change Team Leads:
**Steve Sneed and Julio
Moran**
Ambassador: **Richard
Pedowitz**

		Measure(s), Target(s) and Lead Staff	Due Date(s) Month/Year	Action(s) Completed?	Result(s)
Goal 1: End racial disparities within the City as an organization					
Workforce equity <ul style="list-style-type: none"> The City's workforce diversity reflects the diversity of Seattle's working age population Opportunities for upward mobility for workers in low wage occupations are increased 	Implement strategies to address workforce equity, including increasing representation in occupational groups where some racial groups are under-represented.	<ul style="list-style-type: none"> Will pursue recommendations of Workforce Equity committee. <u>Change Team</u> 	2010		
	Implement upward mobility strategies for employees in low wage occupations, with a focus on admin and/or laborers.	<ul style="list-style-type: none"> Will pursue recommendations of Workforce Equity committee. <u>Change Team</u> 	2010		
	Use new out-of-class rules and best practices as a part of the department's out-of-class assignments. Change Teams and/or management will evaluate their department's use of the new rules and best practices.	<ul style="list-style-type: none"> Communicate new OOC rules and best practices throughout the organization. <u>Human Resources</u> Communicate Seattle Center's out of class statistics throughout the organization. 	1 st Qtr. 2010	Y	Communicated to leadership team and in review meetings with division directors. These rules/best practices are now posted on the SC intranet RSJI page.

		Measure(s), Target(s) and Lead Staff	Due Date(s) Month/Year	Action(s) Completed?	Result(s)
		<u>Human Resources</u> <ul style="list-style-type: none"> Create greater transparencies around OOC assignments and processes throughout Seattle Center. <u>Human Resources</u>	2010		
	<i>Communicate RSJ accomplishments to Seattle Center staff.</i>	<ul style="list-style-type: none"> Share survey result with SC staff on Intranet. Explore other ways of sharing RSJI information. <u>Change Team</u>	2010		
Contracting equity <ul style="list-style-type: none"> City increases MBE contracting. 	Ensure equitable access by WMBE firms to compete for purchasing and consulting contracts.	<ul style="list-style-type: none"> Create a quarterly reminder to employees about resources to identify WMBE vendors. <u>Accounting and Office Services</u>	Quarterly	Y	
	Improve internal processes to help City employees make better contracting and purchasing decisions with respect to the City's contracting equity goals.	<ul style="list-style-type: none"> Train staff in the use of the vendor and contractor registration data base. <u>Richard Pedowitz</u> Circulate to leadership the monthly WMBE Utilization report. <u>Neil Erickson, Jill Cray</u> 	2010 Monthly	 Y	
	<i>Insert any departmental-unique activities</i>				
City employee knowledge and tools <ul style="list-style-type: none"> City employees have the understanding, skills and tools needed to eliminate institutionalized racism and work 	Change Teams implement baseline standards for success and lead and/or provide support for key RSJI activities.	<ul style="list-style-type: none"> Complete the Seattle Center RSJ Change Team Charter. <u>Change Team</u> 	1 st qtr	N	First draft completed. Expect to be final by end of 2 nd quarter
		<ul style="list-style-type: none"> Host the citywide RSJI Summit <u>Change Team</u> 	April	Y	Successful event; hosted approx. 280 attendees
		<ul style="list-style-type: none"> Host the citywide Ethnic Arts Booking Conference 	March	Y	Partnered with the Office of Arts & Culture to provide ethnic artists exposure to

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towards racial equity. • Initiative has consistent Citywide visibility and employees have a greater understanding of the scope and depth of the Initiative.		<u>Change Team</u>			arts commissions and presenters.
	Provide appropriate training to all employees to ensure attainment of RSJI core competencies.	<ul style="list-style-type: none"> Train budget staff in use of the RSJ filters prior to start of 2011-2012 budget process. <u>Tom Israel & Human Resources</u> Complete RPOI and all required RSJ training for all Seattle Center staff. <u>Human Resources</u> 	1 st qtr 2010	Y	Filter utilized in 2010 mid-year budget reduction and 2011/12 budget planning processes. In progress
	Provide training to departmental directors, managers and supervisors who have not yet completed the management training series, and provide ongoing skill development opportunities for other directors, managers, supervisors and Change Teams.	<ul style="list-style-type: none"> Provide RSJ anti-racism training and RSJ policy filter and toolkit training to Seattle Center leadership team <u>Mary Wideman-Williams & Human Resources</u> 	1 st qtr	Y	Partnered w/SOCR to provide these training courses to all SC leadership team (approx. 40 ee).
	Establish annual accountability agreements between director and senior management and next level down inclusive of at least one RSJI priority.	<ul style="list-style-type: none"> Each accountability agreement reflects this commitment <u>Robert Nellams</u> 	2010	Y	
	<i>Insert any departmental-unique activities</i>				

Goal 2: Strengthen the way the City provides services and engages with the community

Outreach and public engagement • Public engagement activities are more intentionally inclusive and culturally appropriate.	Outreach and public engagement lead: • Coordinates internal departmental team and implements outreach and public engagement training within the department; • Participates in Outreach and Public Engagement Work Group; and • Shares departmental outreach and	<ul style="list-style-type: none"> Identify 1 to 2 free or low cost community events in Key Arena. <u>Jyo Singh</u> 	2010		Free ice skating event in Key Arena on June 4, 2010
		<ul style="list-style-type: none"> Participate in outreach and public engagement meetings. <u>Deborah Daoust</u> 	2010		

		Measure(s), Target(s) and Lead Staff	Due Date(s) Month/Year	Action(s) Completed?	Result(s)
<p>Communities' cultural assets and knowledge are better utilized, and participation by people of color increases.</p> <ul style="list-style-type: none"> All boards and commissions reflect the diversity of Seattle's communities. 	public engagement best practices with the Work Group.	<ul style="list-style-type: none"> Outreach to diverse communities for Fun Forest activation project. <u>Mark Jones</u>, <u>John Merner</u>, <u>Jill Crary</u>, <u>Deborah Daoust</u> 	1 st qtr	Y	Conducted outreach to the Festal communities and a variety of media outlets for issuance of RFP.
	Strengthen connections with our regions diverse communities.	<ul style="list-style-type: none"> Re-establish the Festal sharing series (Festl Fridays). <u>John Merner</u>, <u>Steve Sneed</u>. 	Quarterly	Y	1 st Q = Representatives from the Iranian community festival presented to the Leadership Team
	Build competency in the use of the OPE Toolkit as a resource in public engagement activities to ensure coordinated and effective approaches to City engagement activities.				
	Track, recruit and facilitate the appointment of racially diverse board members, commissioners and advisory group members.	<ul style="list-style-type: none"> Outreach to diverse communities for membership in Seattle Center Advisory Commission, committees, volunteers and supporters. <u>Robert Nellams</u> 	2010		Director Nellams has established a partnership with the directors of Parks, Libraries, Health, and Office of Arts and Culture to create new and unique opportunities for joint outreach.
	<i>Insert any departmental-unique activities</i>	<ul style="list-style-type: none"> Be intentional in our outreach efforts to establish new and creative events that appeal to a broad range of populations <u>Public Programs Staff</u> 	2010		Organized a community celebration concert recognizing the Roosevelt HS and Garfield HS jazz bands. Event is scheduled on June 9 th and will be free to the public; however, donations will be accepted as a fundraising opportunity benefitting both schools.
<p>RSJI best practices criteria</p> <ul style="list-style-type: none"> Staff increases familiarity with a racial equity framework through 	Identify key programs or policies and evaluate using the Racial Equity Toolkit.	<ul style="list-style-type: none"> Design 2011-2012 Budget processes (Ops & CIP) that incorporates relevant portions of the RSJ toolkit. (budget filters). <u>Tom Israel & Ned Dunn</u> 	1 st qtr	Y	

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<p>practice and application of tools.</p> <ul style="list-style-type: none"> A systematic racial equity review of City programs, policies, practices and procedures is established. 	<p>Results and recommendations from the Analysis will be used in conjunction with RSJI best practices to develop improvements.</p>				
<p>Immigrant and Refugee (I&R) Action Plan:</p> <ul style="list-style-type: none"> Improve customer service with I&R I&R will experience improved knowledge of and access to City services and funding and have City will support community-based organizations serving I&R to assure effective service delivery 	<p>Implement the Immigrant and Refugee Action Plan (select departmental appropriate actions)</p> <ul style="list-style-type: none"> Improve access to services and information (includes implementation of the translation and interpretation policy) Protect civil rights Promote civic engagement Encourage work force and economic development Strengthen service delivery 	<ul style="list-style-type: none"> Promote Festal through media outreach to targeted communities. <u>Deborah Daoust</u> Develop the concept for multilingual welcome signage at various campus locations. <u>Marketing and Change Team.</u> 	<p>2010</p> <p>1st qtr</p> <p>2010</p>	<p>N</p>	<p>Deferred to incorporate into the overall campus signage project later this year.</p>
<p>Goal 3: Eliminate race-based disparities in our communities</p>					
<p>Community race-based disparities</p> <ul style="list-style-type: none"> Institutional barriers to racial equity within the City are identified and analyzed. City, community and public and private institutions work together to 	<p>Designate staff to participate in relevant interdepartmental teams convened to address racial disparities</p>	<ul style="list-style-type: none"> Create focus group of Festal leaders to understand how City government services are felt by our various communities. <u>John Merner, Tracy Robinson, Marc Jones, and Steve Sneed.</u> 	<p>2nd qtr</p>		<p>Working to finalize plan and reviewing proposals from potential marketing professionals. Will likely be scheduled for 3rd qtr.</p>
	<p>Analyze departmental barriers and opportunities for the given racial disparity.</p>	<ul style="list-style-type: none"> Use information from focus groups to inform the accomplishment of the SC 	<p>2010</p>		

		Measure(s), Target(s) and Lead Staff	Due Date(s) Month/Year	Action(s) Completed?	Result(s)
address race-based disparities that impact our communities.		Strategic Plan. <u>Tracy Robinson, Marc Jones, D2012 Strategy Team.</u>			
	Work with SOCR and the Race and Social Justice Roundtable to develop action plans to affect community conditions and measures to track improvements.	<ul style="list-style-type: none"> Communicate information from the focus groups. <u>John Merner , Tracy Robinson, Steve Sneed</u> 	4 th qtr		
	Implement and track action plan items within the department.	<ul style="list-style-type: none"> Work to align all departmental planning efforts with the RSJ Initiative to ensure integration and eliminate overlapping. <u>Mary Wideman-Williams</u> 	2010	Y	