



City of Seattle
Department of Finance and Administrative Services

September 19, 2012

To: Tim Burgess, Chair
Government Performance and Finance and Committee

From: Fred Podesta, Director
Department of Finance and Administrative Services

Subject: Department of Finance and Administrative Services Presentation
Mid-Year 2012 Race and Social Justice Initiative Report

The Department of Finance and Administrative Services (FAS) has both department initiatives and a Citywide responsibility for contracting initiatives within the Race and Social Justice Initiative (RSJI). Below is an update for each.

FAS Department Initiatives

- **Applying Racial Equity to Programs and Policies:** FAS strives to incorporate racial equity into its programs and projects. Evidence of this work includes:
 - ✓ **FAS WMBE Utilization:** FAS' WMBE utilization continues to rise. As of August 2012, 16.3 percent of our spending for consultants and 10 percent of our purchasing dollars went to WMBE firms. This marks FAS' highest utilization rates since the department was created in 2010.
 - ✓ **Facility Operations:** FAS' Facilities Operations and Purchasing Services Divisions have been collaborating to reach out to WMBE firms as we rebid janitorial contracts for facilities outside of the downtown core. This effort has increased WMBE participation in this work from just less than 20 percent in 2011 to about 46 percent so far in 2012. In addition to ongoing efforts to identify, and solicit proposals and bids from WMBE firms, there have been several changes in the WMBE status of firms holding existing contracts that have changed the spending performance of the Facilities Operations Division. For example, Facilities Operations convinced the firm that provides security services to the downtown campus to formally register itself as a WMBE firm, and the firm that provides entrance control services in the City was purchased by a WMBE firm.

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- ✓ **FAS Employees and RSJI Activities:** In 2012, FAS continued with the tradition of annual Employee Action Committee (REACH Team) Road Shows. These Road Shows began May 3 and ended July 24. Over this period, 20 events were held, across FAS' many locations with more than 90 percent of FAS employees attending. At each of the presentations, time was devoted to furthering the understanding of RSJI, promoting use of the equity toolkit, and encouraging participation in RSJI in the workplace and in the community.

- ✓ **Workforce Equity:** FAS workforce demographics have changed little over the past year. In 2011, FAS employed 43.7% female and 43.5% minority employees. Our workforce is currently comprised of 43.2% female and 42.8% minority employees. The department has been actively recruiting for women and minorities in all occupational categories, utilizing community resources as available to ensure that under-represented groups have every opportunity to apply for vacant positions. Our hiring processes are monitored to ensure against barriers that might affect minority, underprivileged, or female candidates. Training opportunities are available to all FAS employees as the budget allows. The department's REACH team is representative of our workforce's demographics, and we are continually working to ensure all FAS employees are treated fairly and afforded equal opportunities to succeed.

- **FAS Community Outreach and Partnering:** While primarily an internal services department, FAS has several programs with direct community contact. Below are examples of year-to-date FAS activities in 2012 that meet RSJI Departmental objectives:
 - ✓ **Fire Levy:** Four well-attended design open house events were held in 2012 at Fire Stations 20 and 40 in February, and Fire Stations 26 and 36 in August. Events at Fire Stations 24 and 25 are scheduled for October, and planning is also under way for an event at Fire Station 11 later this fall. One month before these events, every household within the station's service area receives a mailed invitation. As part of our RSJI commitment, these postcards include text in every language commonly spoken by more than 5 percent of the local population receiving the invitation.

 - ✓ **Seattle Animal Shelter:** Outreach to homeless and low-income pet owners, and translation of printed materials is ongoing. We target food banks, community centers, pet stores, the Mayor's Office for Senior Citizens, Seattle Housing Authority, Southwest Youth and Family Services, libraries, non-English speaking community agencies and homeless youth outreach agencies. This year, the Animal Shelter began a "Teen Greeter" program with Seattle Public Schools, translated and distributed Spanish-language

brochures and license applications, and offered low-cost spay/neuter services at the Shelter. To support homeless pet owners, the Clinic spayed 211 female cats by partnering with neighborhood activists who went to the homeless camps and met face to face with the residents to gain their confidence and encourage them to allow their cats to be brought in. The United Way's Community Resource Exchange (CRE) connects people experiencing homelessness with the resources they needed — all in one place, all on one day. The CRE offers everything from housing, employment and legal assistance to free health services, haircuts and voice mail accounts. At this year's event on October 18, 2012, the Seattle Animal Shelter will have a table with free food, leashes, collars and Spay/Neuter certificates.

- ✓ **Customer Service:** During the first six months of the year, the Customer Service Bureau provided 37 interpretations for the following languages: Amharic - 2, Cantonese - 1, Korean - 1, Mandarin - 2, Spanish - 27, Vietnamese - 4. Additionally, Neighborhood Payment and Information Services (NPIS) staff provided face-to-face customer service to the people of Seattle in the communities where they live. The Customer Services Bureau "Language Line" interpretation service has been used 136 times this year to meet customer needs.
- ✓ **Parking Scofflaw Program:** FAS led an Interdepartmental Team that developed policies and procedures for the initial year of the new Parking Scofflaw program. Primary components of this program included translation of public service announcements, advertising and online information. Outreach and assistance was offered to low- and moderate-income "car campers" who may have been adversely affected by this new program, along with active partnerships with community advocacy groups such as the Interfaith Task Force on Homelessness and Ballard Homes-for-all Coalition.

FAS Citywide Contracting Initiatives

Women and Minority-Owned Businesses: FAS' City Purchasing and Contracting Services Division (PCSD) continue significant work during 2012. The Council presentation of August 13 2012, (http://clerk.ci.seattle.wa.us/~public/meetingrecords/2012/cbriefing20120813_3a.pdf) highlighted that work, including the Public Works WMBE Inclusion Plan results, Job Order Contract utilization, the discontinuation of the City Small Works Roster, and the initiative for a Citywide subconsultant tracking system. These initiatives remain on track. Below are additional updates.

1. PCSD will host a "retreat" in the 4th Quarter of 2012 with WMBE firms to discuss City initiatives and priorities.
2. PCSD is analyzing City utilization of African-American construction firms to determine if any unusual disparities exist and if any unique initiatives appropriate to that sector should be developed.

3. For consultant contracts, in early November PCSD will launch a subconsultant WMBE utilization tracking system to establish data and goals for sub-tier WMBE spending on consultant contracts. We anticipate capital departments will use this new tool to establish WMBE subconsultant goals in 2013 to supplement traditional consultant goals.

Construction Workforce Diversity:

As of June 2012, City public works construction projects had an 11.5 percent apprenticeship utilization rate, of which 24 percent were minority and 6 percent women. The SMC allows us to require up to 15 percent utilization on each project although some projects have lower goals because landscaping work does not have an apprenticeship program.

Under Mayor McGinn's direction, FAS initiated and negotiated the first City project labor agreement since 2002. The agreement, called the Community Workforce Agreement (CWA) applies to the City's Elliot Bay Seawall Project. The provisions are unprecedented locally and nationally including:

- total workforce hours with a utilization goal of 21 percent minority and 12 percent women;
- goals for 15 percent of workforce hours are for workers in zip codes with economic distress;
- a requirement that one of every five apprentices are pre-apprenticeship program graduates, with 21 percent of those being minority and 12 percent women; and
- a traditional goal of 21 percent minority and 12 percent women for all project apprentice hours.

In October, PCSD and the Mayor's Office will host further discussions with community leaders regarding additional ways to pursue workforce diversity on City construction projects. This may include setting higher apprenticeship goals, requirements to hire pre-apprenticeship graduates, and requirements to hire workers from economically distressed areas.

I appreciate your time and welcome any suggestions you may have on how we might further support the City's Race and Social Justice Initiative.

cc: FAS Change Team Committee
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