

# RACE & SOCIAL JUSTICE WORK PLAN

## Working for racial equity in the community

### For the Period January 1 to December 31, 2012

Department: DoIT

Director (Acting): Erin Devoto  
 RSJI Work Plan Lead: Carolyn Denning  
 Change Team Lead: Carolyn Denning  
 Executive Lead: Patti DeFazio

Date of Update: July 31, 2012

Desired community outcome and measure to track progress	Strategies and key actions	Measures, Targets and Lead Staff	Due Date(s)	Actions Completed	Results	HOUSING	JOB	EDUCATION	HEALTH	ENVIRONMENT	COMMUNITY DEVELOPMENT	CRIMINAL JUSTICE
<b>Community outcome:</b> More effective use of technology by underserved communities  <b>Community measure:</b> <ul style="list-style-type: none"> <li>Number of grants distributed</li> <li>Number of people served as a result of the grants</li> </ul>	Strategy 1: Apply Racial Equity Tool to departmental programs and projects											
	•											
	•											
	Strategy 2: Build racial equity into departmental policies											
	•											
Strategy 3: Partner with City departments, the community and other institutions to achieve racial equity in the community												
• Provide Technology Matching Fund grants to serve Immigrant and Refugee communities and providers.		<b>Measure:</b> Number of grants distributed and the number of people served as a result of the grants <b>Target:</b> <b>Lead staff:</b> David	Ongoing	In progress	Twenty-three projects were selected for Technology Matching Fund grants in 2012. Of these, seventeen						X	



**ADVANCE OPPORTUNITY.  
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		Keyes			<p>projects will serve immigrants and refugees. Three projects will add assistive technology for people with disabilities. In total for the 23 projects, over 3000 people are expected to be served, many of them immigrants and refugees and people of color, though specific numbers are not available until contracts are written.</p> <p>The Seattle Young People's Project is the first 2011 grantee to complete their project. They provided training to 13 young people in use of social media tools for positive community change. Of these, 12 of 13</p>							

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					trained were youth of color and 8 of 13 were from immigrants and refugee families.							
<b>Community outcome:</b> More effective use of technology by underserved communities  <b>Community measure:</b> Number of broadband connections	<b>Strategy 1: Apply Racial Equity Tool to departmental programs and projects</b>											
	<ul style="list-style-type: none"> <li></li> <li></li> </ul>											
	<b>Strategy 2: Build racial equity into departmental policies</b>											
	<ul style="list-style-type: none"> <li></li> </ul>											
	<b>Strategy 3: Partner with City departments, the community and other institutions to achieve racial equity in the community</b>											
<ul style="list-style-type: none"> <li>Support digital inclusion for underserved Immigrant and Refugee (I &amp; R) communities through the cable broadband program.</li> </ul>	<b>Measure:</b> Market distribution to Immigrant and Refugee outlets and provide support. <b>Target:</b> Number of Broadband connections. <b>Lead staff:</b> Tony Perez	Ongoing	Ongoing	The Cable Office worked to make cable modem connections available through the Community Technology Program to many deserving nonprofit organizations that work with immigrant and refugee communities.						X		



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<p><b>Community outcome:</b> More effective use of technology by underserved communities</p> <p><b>Community measure:</b> Number of people served</p>	<b>Strategy 1: Apply Racial Equity Tool to departmental programs and projects</b>											
	•											
	•											
	<b>Strategy 2: Build racial equity into departmental policies</b>											
	•											
	<b>Strategy 3: Partner with City departments, the community and other institutions to achieve racial equity in the community</b>											
	<ul style="list-style-type: none"> <li>Partner with the Communities Connect Network to facilitate implementation of the (Broadband Technology Opportunity Project) BTOP grant to programs that help people of color.</li> </ul>	<p><b>Measure:</b> Implementation of the grant at Seattle public computing centers</p> <p><b>Target:</b> Implementation completed and report of number of people served</p> <p><b>Lead staff:</b> David Keyes</p>	Q4	Ongoing	The project has provided funding to enable classes at 9 community centers and other Seattle community technology centers, including Chinese Information Service Center, East African Community Services, Helping Link, and Neighborhood House at High Point and Rainer Vista.						X	



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A common foundation across all departments

Desired department outcome	Key actions	Measures, Targets and Lead Staff	Due Date(s)	Actions Completed	Results
<p>City employees have the skill to eliminate institutional racism and partner with the community to address structural racism.</p>	<ul style="list-style-type: none"> <li>Develop and implement supplemental RSJI training that increases racial equity understanding related to the department's line of business.</li> </ul>	<p><b>Measure:</b> Training on IT Project Management Equity Checklist for City managers responsible for oversight and management of IT projects.  <b>Target:</b> 1 presentation to Citywide group of Project Managers and members of the City's Project Management Community of Practice (PMCoP).  <b>Lead staff:</b> Janet Jensen</p>	<p>Q2</p>	<p>Scheduled</p>	<p>Brown Bag for DoIT only presented on June 6 and schedule for other departments on Aug 23 – RSJ IT Equity Toolkit</p>
	<ul style="list-style-type: none"> <li>Managers and Change Team members participate in Racial Equity Toolkit training.</li> </ul>	<p><b>Measure:</b> Overview of tools: Racial Equity Filter and IOPE. Present at DoIT management meeting. People identified to attend training.  <b>Target:</b> One overview to DoIT Management Team  <b>Lead staff:</b> Brenda Anibarro</p>	<p>Q4</p>	<p>Scheduled</p>	<p>SOCR will be rolling out a new training in late Sept-October since they will have the new toolkit ready. A meeting will be set up for that timeframe.</p>
	<ul style="list-style-type: none"> <li>All City employees participate in "Race: the Power of an Illusion."</li> </ul>	<p><b>Target:</b> DoIT HR to identify new staff and existing staff who haven't already participated in Race the power of Illusion training.  <b>Measure:</b> 100% of employees trained  <b>Lead:</b> Shawn Abernethy</p>	<p>Ongoing</p>	<p>Existing completed and ongoing for new employees</p>	<p>100% have participated and HR continues to monitor to ensure all new hires are scheduled.</p>



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	<ul style="list-style-type: none"> <li>Create connection between the work &amp; RSJI – attach value, make it tangible. Give more time for RSJ work. Always keep mission visible.</li> </ul>	<p><b>Measure:</b> Proactive reminders sent to managers and directors that RSJI is our goal and needs to be considered in work priorities.  <b>Target:</b> 2 messages sent by Bill.  <b>Lead staff:</b> Patti will draft, Erin will send out.</p>	Bi-annual, more as needed	Patti DeFazio will schedule with Erin	Scheduling
		<p><b>Measure:</b> Hold a focus group to review the inclusion of RSJI accountability in performance evaluations  <b>Target:</b> 1 focus group  <b>Lead staff:</b> Shawn Abernethy</p>	Q4	To be held 4 <sup>th</sup> Quarter	Scheduling for 4 <sup>th</sup> Quarter
		<p><b>Measure:</b> RSJI team representative report out at CTO, Directors and Management meetings.  <b>Target:</b> Quarterly report-outs at minimum  <b>Lead staff:</b> Team Lead and Executive Lead</p>	Ongoing	Scheduling	CTO – None yet Directors –None yet Management meetings – There were reports regarding RSJI info at most management mtgs. Topics varied: Brown Bags, membership, Survey results, WMBE, etc.
		<p><b>Measure:</b> Conduct Annual DoIT RSJI Change Team Retreat to review current year’s achievements and initiate next year’s Workplan</p>	Q4	Q3 discussions	Scheduled for August discussion.



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		<b>Target:</b> Annual Retreat <b>Lead staff:</b> Team Lead and Successor			
		<b>Measure:</b> Byte of DoIT event <b>Target:</b> One event with cross-cultural theme open to all DoIT employees <b>Lead staff:</b> Carolyn Denning	Q3	In progress	Scheduled placeholder for BKL September 5. A later date is being sought. Communications and Organizational meetings will begin in August.
	<ul style="list-style-type: none"> <li>Conduct Brown Bags with RSJI related topics</li> </ul>	<b>Measure:</b> Brown Bag session <b>Target:</b> 2 facilitated Brown Bags over the year <b>Lead staff:</b> Change Team	Q2, Q4	In progress	6/4/12 – RSJI IT Equity Tool Presented to DoIT staff. It is scheduled for all other departments on 8/23.
	<ul style="list-style-type: none"> <li>Seattle Channel will continue to create and promote videos of RSJI events and lectures at departments’ request and edit the videos. The content will be made available via a video library and carefully consider department requests to cover internal RSJI events.</li> </ul>	<b>Measure:</b> Provide resources, maintain the library, promote, create links, and enable distribution of video library. <b>Target:</b> \$15K <b>Lead staff:</b> John Giamberso	Annual	Ongoing	The Seattle Channel has added 24 videos to the “Special Diverse City Stories, Programs and Events” portion of its web video library. Nine of these events were sponsored by the city’s RSJI team. Costs for these programs totaled more than \$13,000.
Department Leadership Team and Change Team are working together to achieve racial equity.	<ul style="list-style-type: none"> <li>Department Leadership Team and Change Team adopt and implement a charter with clearly defined roles and responsibilities.</li> </ul>	<b>Measure:</b> Maintain and update charter as needed <b>Target:</b> Latest version of charter published on Change Team sharepoint site <b>Lead staff:</b> Change Team	Ongoing	None	There have been no updates required and the latest version is on the DoIT RSJI Sharepoint site.



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Inclusive outreach and public engagement is promoted / Immigrants and refugees have access to City programs and services.	<ul style="list-style-type: none"> <li>Support Municipal Court’s interactive voice response (IVR) system in Spanish.</li> </ul>	Lead  <b>Measure:</b> When Muni Court makes a change to any message on their IVR, make the same change to the Spanish message. <b>Target:</b> Update every Spanish message in the IVR for any revised English message. <b>Lead staff:</b> Joy Peterson	Ongoing	Q3/Q4	There has been no activity requiring an update at this point but there will be two updates in the near future.
	<ul style="list-style-type: none"> <li>Support digital inclusion for underserved Immigrant and Refugee (I &amp; R) communities through the cable broadband program.</li> </ul>	<b>Measure:</b> Market distribution to Immigrant and Refugee outlets and provide support. <b>Target:</b> Number of Broadband connections. <b>Lead staff:</b> Tony Perez	Ongoing	Ongoing	Cable modem has been installed at 5 I&R Centers.
	<ul style="list-style-type: none"> <li>Apply Equity Toolkit, IOPE, Technology Project Filter and related best practices. Work towards making the application of these tools standard practice in procurement, project management and business processes. Provide training for these tools.</li> <li>Promote inclusion in other departmental workplans in trainings.</li> <li>Seattle Channel considers race, representation and under-served communities in all their programming. Topics target many affected communities of color and immigrant and refugee communities. Diverse representation is integral to the on-air talent.</li> </ul>	<b>Measure:</b> Apply RSJI Equity Toolkit to DoIT Budget <b>Target:</b> Toolkit applied to all of DoIT Budget Items and related policies <b>Lead staff:</b> Patti DeFazio	Ongoing	Done	Toolkit was applied to appropriate budget items.
	Some key programs include: <ul style="list-style-type: none"> <li>Art Zone</li> </ul>	<b>Measure:</b> Apply RSJI Equity toolkit to Department Policies and/or Programs <b>Target:</b> apply toolkit to Comcast Ascertainment and to Apps Contest.	Q4	Ongoing	ITPM checklist was used by the Web Content Management Project & IOPE toolkit was used by the Tech Matching Fund process.



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	<ul style="list-style-type: none"> <li>• City Inside Out</li> <li>• City Stream</li> <li>• Community stories. Designed to actively solicit under-represented communities.</li> <li>• Seattle Voices</li> <li>• Local panels, forums and presentations</li> </ul>	<p><b>Lead staff:</b> Erin Devoto</p>			
		<p><b>Measure:</b> Apply RSJI Filter to all Seattle Channel programming.  <b>Target:</b> All  <b>Lead staff:</b> John Giamberso</p>	Ongoing	Ongoing	<p>The Seattle Channel has institutionalized the consideration of race, representation and underserved communities in all of their programming decisions. Additionally, the station tracks programs for both on-air representation of people of color (speakers, talent, presenters, etc) as well as content and subject matter.</p> <p>Through Q2, 55% of all Seattle Channel long form programming either features people of color on screen or covers topics relating to underserved communities.</p>
		<p><b>Measure:</b> Participate on Citywide workgroup on IOPE  <b>Target:</b> One participant at the Citywide level  <b>Lead staff:</b> David Keyes</p>	Ongoing	Ongoing – Q3	<p>David Keyes has been serving on the IOPE steering committee. Vicky Yuki has also participated. We are leading an effort with the steering committee</p>



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Desired department outcome	Key actions	Measures, Targets and Lead Staff	Due Date(s)	Actions Completed	Results
		<p><b>Measure:</b> Develop strategy and criteria for applying IT Project Management Equity Checklist to DoIT IT Projects that meet the Citywide Portfolio criteria.  <b>Target:</b> Strategy and Process for applying checklist.  <b>Lead staff:</b> Amy Doerzbacher</p>	Q4	In progress	<p>to complete a major revision of the IOE web site to be completed in Q3.</p> <p>Brown Bag for DoIT only presented on June 6 and schedule for other departments on Aug 23 – RSJ IT Equity Toolkit.</p>
<p>The City's workforce diversity across positions reflects the diversity of the Seattle community.</p>	<ul style="list-style-type: none"> <li>Conduct an analysis of positions within the department to determine which job categories are not representative of Seattle's diversity.</li> <li>Develop strategies for recruitment and retention of employees in classifications where diversity is lacking.</li> </ul>	<p><b>Measure:</b> Conduct an analysis of positions within the department to determine which job categories are not representative of Seattle's diversity.  <b>Target:</b> 1 Demographic Report  <b>Lead staff:</b> Shawn Abernethy</p> <p><b>Measure:</b> Conduct cross training program between ITSA's and ITP-C's  <b>Target:</b> At least 5 ITC staff engaged in cross-training opportunities</p>	<p>Q4</p> <p>Throughout the year</p>	<p>Q4</p> <p>Ongoing</p>	<p>Waiting for template from SOCR and then will start up process.</p> <p>DoIT Service Desk staff working out-of-class and training in Desktop tasks: - Hardware replacements</p>



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	<ul style="list-style-type: none"> <li>Train hiring managers, supervisors and other staff involved with hiring processes on HR RSJI best practices.</li> <li>Seattle Channel will implement protocol for hiring that purposefully uses inclusive measures as their standard practice.</li> </ul>	<p><b>Lead Staff:</b> Carolyn Denning &amp; Mary Conway</p> <p><b>Measure:</b> Conduct training for interview panel members and RSJI Change Team  <b>Target:</b> 1 training session with 10 attendees. Include RSJ/workforce equity slides in interview panel training  <b>Lead staff:</b> Shawn Abernethy</p> <p><b>Measure:</b> Utilize avenues of communication that engage under-served communities. Assess outcome of this effort. Enlist SOCR for guidance.  <b>Target:</b> 4 or more job notice placements in sources serving diverse populations:</p> <ul style="list-style-type: none"> <li>Local, ethnic newspapers</li> <li>Outreach to affinity groups (national, local and internal to the city)</li> <li>City Change Teams</li> <li>Existing staff</li> </ul> <p><b>Lead staff:</b> John Giamberso</p>	<p></p> <p>Q2</p> <p>Ongoing</p>	<p></p> <p>In progress</p> <p>Ongoing</p>	<p>Off-shift migration work SCCM</p> <p>Development of this training is underway.</p> <p>Input was used from DoIT's and SPD's HR team, as well as Council staff, to devise processes for increasing the number of minority freelancers. Flyers have been created which have been displayed at job fairs, Mayor's neighborhood events and minority news letters. The flyers have generated 10 inquires about positions at the Seattle Channel.</p>
Access to contracts for Minority Business	<ul style="list-style-type: none"> <li>Establish departmental goals for percent of MBE consulting,</li> </ul>	<p><b>Measure:</b> % WMBE</p>	Q4	Ongoing	As of Q2, DOIT



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Enterprises is increased.	<ul style="list-style-type: none"> <li>construction and purchasing.</li> <li>Implement actions to achieve MBE goals</li> </ul>	utilization <b>Target:</b> <ul style="list-style-type: none"> <li>Purchase Goal 6.4%</li> <li>Consultant Goal 24%</li> </ul> <b>Lead staff:</b> Ann Kelson			achieved 5.6% in Purchasing and 23.51% in Consulting.
Create greater public will and commitment to ending racial inequity.	<ul style="list-style-type: none"> <li>Provide education opportunities to the community, engaging young people and adults from different communities/schools</li> </ul>	<b>Measure:</b> DoIT's Chief Security Officer participates in a focus group along with a number of other information technology business leaders from the region with South Seattle Community College (SCCC) <b>Target:</b> one session annually <b>Lead staff:</b> Michael Hamilton	Q1	None	Mike Hamilton has requested he be added to this group, but as of this time he hasn't been included.
		<b>Measure:</b> The Office of Information Security recruits interns from local community colleges. Priority is given to disadvantaged, disabled, and minority students. Continue to work with these students to find them job placement, or assist with their next phase of education. <b>Target:</b> 1 internship <b>Lead Staff:</b> Michael Hamilton	Annual	Ongoing	The CISO has provided opportunities for eight interns this year. Currently there are two women and one senior. One of the previous interns from Fiji has been placed in a job at IOActive.



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		<p><b>Measure:</b> Tutoring and/or mentoring participation with Technology Matching Fund grantee locations and Puget SoundOff. Conduct career tours  <b>Target:</b> 2 Career tours  <b>Lead staff:</b> David Keyes</p>	Q1, Q2, Q3, Q4	Ongoing	We hosted a graduation event for One America’s English Innovation Program, with approximately 120 participants. Staff has met with youth from the PugetSoundOff.org project. To date, no tours have been conducted.
	<ul style="list-style-type: none"> <li>Encourage youth of color to participate in civic affairs and expand skills that contribute towards that interaction.</li> </ul>	<p><b>Measure:</b> Puget SoundOff provides youth of color platform to engage in civic affairs and learn technical skills that contribute to opportunities for future employment  <b>Target:</b> How many youth of color attend direct training. Number of Puget SoundOff that self-identify race. (for now, just record numbers)  <b>Lead Staff:</b> David Keyes</p>	Q4	Ongoing	The PugetSoundOff.org civic engagement web site had 6,674 from May 1.
	<ul style="list-style-type: none"> <li>Participate in a City-wide youth career fair to showcase career opportunities working with the City.</li> </ul>	<p><b>Measure:</b> Attend and support a MO/HSD sponsored youth career fair event.  <b>Target:</b> At least 1 staff member volunteering.  <b>Lead staff:</b> Wil Yuen</p>	Q4	None	This has not happened and may be removed from this work plan.
	<ul style="list-style-type: none"> <li>Engage minority groups. Create opportunities for dialog and information sharing.</li> </ul>	<p><b>Measure:</b> Maintain list of affinity groups in the City  <b>Target:</b> publish list and</p>	Ongoing	Ongoing	The link to the list of Affinity Groups is on the City of Seattle



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		update as needed throughout year <b>Lead staff:</b> Pablo Mendoza			Inweb main page.
		<b>Measure:</b> Promote city mayoral and community events. <b>Target:</b> Attendance at 6 or more events <b>Lead staff:</b> John Giamberso	Ongoing	Ongoing	<ul style="list-style-type: none"> <li>- Community Stories: Honor Totem trailer 4/13/2012</li> <li>- City Inside/Out: Race Relations 1/13/2012</li> <li>- City Inside/Out: Yesler Terrace 5/4/2012</li> <li>- CityStream 2/9/2012</li> <li>- CityStream Splashback: LHPAC 5/3/2012</li> <li>- CityStream Splashback: Homewise 6/14/2012</li> <li>- CityStream Splashback: Doney Vet Clinic 5/31/2012</li> <li>- CityStream Splashback: Senior Center Need 4/26/2012</li> <li>- CityStream</li> </ul>



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					Splashback: Supported Employment Program 3/23/2012 - Seattle Voices with Det. Denise "Cookie" Bouldin 6/5/2012 - Art Zone Shuffle: Red Hot Blues Sisters 3/9/2012 - Art Zone Shuffle: LeRoy Bell 3/2/2012
		<b>Measure:</b> Publish Brainstorm (City of Seattle Community E-Zine) <b>Target:</b> 12 editions <b>Lead:</b> Vicki Yuki	Ongoing	Ongoing	Brainstorm is published and distributed monthly.
	<ul style="list-style-type: none"> <li>Recruit CTTAB members reflecting the diversity of Seattle's population.</li> </ul>	<b>Measure:</b> Report status as part of mid-year and year-end progress reports. <b>Target:</b> TBD <b>Lead staff:</b> David Keyes	Q2, Q4	Mid-year report done	Two new members were appointed; one is a person of color.
	<ul style="list-style-type: none"> <li>Partner with the Communities Connect Network to facilitate implementation of the BTOP grant to programs that help people of color.</li> </ul>	<b>Measure:</b> Implementation of the grant at Seattle public computing centers <b>Target:</b> Implementation completed and report of number of people served <b>Lead staff:</b> David Keyes	Q4	Ongoing	See detail above on participating sites. Training numbers not available at the time of this report, but can be provided.





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	<ul style="list-style-type: none"> <li>Increase resident knowledge of computer security and safety by distributing brochures in multiple languages and conducting workshops.</li> </ul>	<p><b>Measure:</b> Number of workshops and how many brochures distributed.  <b>Target:</b> 3 workshops. 500+ brochures distributed.  <b>Lead staff:</b> David Keyes</p>	Ongoing	Ongoing	We distributed 20 brochures in Somali to Raja for Africa and about 75 brochures at 3 senior fairs, including one at Rainier Community Center. We also did a presentation for 10 people with disabilities at the STAR Center, we don't have data on the number of people of color or immigrant refugees.
	<ul style="list-style-type: none"> <li>Provide Technology Matching Fund grants to serve Immigrant and Refugee communities and providers.</li> </ul>	<p><b>Measure:</b> Market distribution to Immigrant and Refugee outlets and provide support.  <b>Target:</b> TMF grants awarded.  <b>Lead staff:</b> Community Tech</p>	Ongoing	Ongoing	Marketing: The grant and workshop announcement was sent to the ethnic media list and distributed via email to over 125 organizations serving primarily immigrant and refugee communities.
	<ul style="list-style-type: none"> <li>Distribute translated Cable Customer Bill of Rights to I &amp; R communities.</li> </ul>	<p><b>Measure:</b> How many brochures mailed.  <b>Target:</b> TBD  <b>Lead staff:</b> Cable Office</p>	Ongoing	Ongoing	A total of 175,000 brochures were mailed to all cable customers by Comcast on our behalf. We printed brochures about our Cable Customer Bill of Rights in 12 different languages. We will be



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					working with the Community Technology program to get them out to the respective communities. The brochures are also available on our website in several languages.
	<ul style="list-style-type: none"> <li>Conduct cable discount presentations to I &amp; R communities.</li> </ul>	<p><b>Measure:</b> Number of presentations conducted and number of people attending,  <b>Target:</b> TBD  <b>Lead staff:</b> Cable Office</p>	Ongoing	Ongoing	<p>Currently there have been 5 presentations:</p> <p>January 2012:                      Northaven Wellness Fair – Approximately 125 attended and a few signed up for the discount. We did let them know about the CCBOR and handout brochures.</p> <p>May 2012:                      Mason Tate House – Approximately 50 attended and all applied for the discount and received CCBOR brochures.</p> <p>May 2012:                      Meridian Manor – Approximately 20 attended and 10 applied for the discount and all received the CCBOR.</p>



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					<p>June 1, 2012: Rainier Community Center Resource Fair &amp; Luncheon – Approximately 200 attended and 6 applied for the discount and most received the CCBOR.</p> <p>June 28, 2012: Security House – Brochures were sent in all languages. We received 15 cab discount applications and calls are coming in for the discount.</p>