



# **2010 -2011 CPCM DIVISION Service Equity Pilot Report**

Seattle Public Utilities

Environmental Justice & Service Equity Division  
Customer Programs and Contracts Management Division  
Customer Service Branch Administration

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# EXECUTIVE SUMMARY

In 2010 the Customer Programs and Contracts Management (CPCM) Division partnered with the Environmental Justice and Service Equity (EJSE) Division to build capacity for service equity planning. This was provided through a combination of leadership commitment, staff training, coaching, and pilot application of the SPU Equity Planning Guide to select CPCM programs.

## **Key Findings**

### **Benefits**

- Staff who participated in this process noted a shift from theorizing about the benefits of being more inclusive and equitable, into a ‘walk the talk’ learning and implementation phase.
- Application of the SPU Equity Planning Guide provided a collaborative platform for staff to share their perspectives, experience, knowledge, and current efforts to apply equity to their programs.
- Improved coordination of messaging builds upon lessons learned from previous programs and services, creates consistency in the service delivery approach, and improves participatory opportunities for SPU customers.

### **Needs**

- Core demographic information across programs and services within the CPCM Division should be collected to better inform the division and utility of who is and who is not participating.
- The training and guide usage highlights a need for the division to increase their individual and collective cultural competency. Staff expressed a willingness to take the necessary steps, and this will require additional training and support to build this capacity.
- Business Area Managers, Specifiers, communication staff, and the SPU Leadership Team need to help shape, support and execute shared goals toward greater racial inclusion and service equity.

## **Recommendations**

1. Collect consistent demographic information about customers participating in the division programs. Assemble collected demographic data, map and analyze annually.
2. Seek additional in-house and community partnership opportunities to increase division-wide race and social justice awareness and cultural competency, as it relates to the division’s programs and services.
3. Organize standing meetings and use available technology for program managers to share, learn, and access information & data about outreach efforts, with a particular focus on under-served communities of color.
4. Apply the SPU Equity Planning Guide to additional division programs.
5. Conduct an analysis of communities reached by division programs (e.g. over the past five years) and develop a geographic and/or community-based strategy to narrow service gaps.
6. Incorporate service equity goals and allocate resources into all of the line of business service agreements and annual program plans.
7. Develop an evaluation framework for assessing the effectiveness of outreach and engagement with under-served communities of color.