

RACE & SOCIAL JUSTICE WORK PLAN

Working for racial equity in the community

For the Period January 1 to December 31, 2014

Department: OED

Director: Steve Johnson

RSJI Work
Plan Lead:

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Change Team Lead(s): Karl Stickel
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EQUITY AREA: EDUCATION

Community Outcome	Strategies, Actions and Measures	Lead Staff	Due Date(s)	Neighborhood	Equity Area Secondary Impact
Achieve racial equity in rates of completion of certification and post-secondary enrollment.	Strategy 1: Use departmental programs and projects to eliminate racial inequity				
	<p>Action: Provision of wrap around and navigation supports to low-income students.</p> <p>Measure: Number of low-income individuals receiving services who complete 45 credits</p> <p>Outcome: As of October 31, 2014, 937 low-income students have received wrap-around and navigation supports. Of these, 214 students have attained 45 credits and 323 students are working toward 45 credits.</p> <p>Action: A variety of music career vocational opportunities are made available to the region's youth. Utilize the Inclusive Outreach and Public Engagement principles in publicizing the program.</p> <p>Measure: Number of students in attendance at Music Career Day or participating in music career activities.</p> <p>Outcome: In April, 176 young people participated in the City of Music Career Day, which provides access to music industry professionals through networking, workshops, and performance. Participants were exposed to a wide range of music career opportunities including performance, management, concert production, arts organizations, record label operations, retail, licensing, journalism, and broadcasting. Inclusive Outreach and Public Engagement principles were used when publicizing the event and resulted in participants from 87 zip codes across metropolitan Seattle.</p>	Yamamoto	Quarterly	All Seattle neighborhoods	Jobs
		Becker	2 nd Q		
	Strategy 3: Partner with City departments, the community and other institutions to achieve racial equity in the community				
<p>Action: Develop partnerships to increase exposure and engagement of low-income students in the technology sector.</p>	Start Up Liaison	4 th Q	All Seattle neighborhoods		



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Community Outcome	Strategies, Actions and Measures	Lead Staff	Due Date(s)	Neighborhood	Equity Area Secondary Impact
	<p>Measure: Establish one new partnership and program to increase low-income, young women and students of color participation in technology companies.</p> <p>Outcome: In 2014, Startup Seattle connected over 150 students to technology and hands-on entrepreneurial experiences. We sponsored student participation in May's Startup Weekend at the University of Washington, organized three "tech tours" where young women and students of color visited local startups and talked with engineers about career path. We also sponsored two coding bootcamps: one for young women, one for students of color. All of these programs built momentum for our "Hack the CD" event at Garfield (sponsored and co-organized by Startup Seattle), where 100 participants including 40 students launched 10 businesses over the course of a weekend. To engage the community and execute these programs, we formed partnerships with Young Geniuses/UMOJA Peace Center, Technology Access Foundation, Dawgbytes/University of Washington, Startup Weekend (UP Global) and Coding Dojo.</p>				

EQUITY AREA: EQUITABLE DEVELOPMENT

Community Outcome	Strategies, Actions and Measures	Lead Staff	Due Date(s)	Neighborhood	Equity Area Secondary Impact
Minimize residential and business displacement.	Strategy 1: Use departmental programs and projects to eliminate racial inequity				
	<p>Action: Execute Community Cornerstones business support services to strengthen business performance and reduce risk of displacement.</p> <p>Measure: Number of businesses served</p> <p>Outcome: 6 workshops held over the summer & 82 people attended. 42 Businesses also received direct technical assistance.</p>	Barreras	4 th Q	Southeast	Jobs
			3 rd Q	Southeast	
	<p>Action: Create retention and attraction plan that engages existing businesses to determine district retail mix that best supports existing businesses.</p> <p>Measure: Development of plan.</p> <p>Outcome: The plan has been developed. Work is underway to begin business attraction.</p>		4 th Q	Central	
<p>Action: Support development of representative organization to identify priorities for business development in Central District.</p>		3 rd Q	Southeast		



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Community Outcome	Strategies, Actions and Measures	Lead Staff	Due Date(s)	Neighborhood	Equity Area Secondary Impact
	<p>Measure: Development of action plan for business district development. Outcome: Action plan is complete.</p> <p>Action: Implement marketing program for South Park businesses. Measure: Number of coupons redeemed within the program. Outcome: Coupon program completed. 1,106 coupons were redeemed.</p>				
Achieve equity across race in small business start-up, growth and support.	<p>Strategy 1: Use departmental programs and projects to eliminate racial inequity</p>				
	<p>Action: Partner with community based organization to provide culturally appropriate entrepreneurial training for immigrant business owners. Measure: Number of businesses served Outcome: 156 immigrant entrepreneurs have participated</p> <p>Action: Connect businesses with financing to expand and grow Measure: Number of business receiving loans Outcome: 10 businesses received over \$6M in financing, creating or retaining 108 jobs. 5 of these businesses were owned by people of color and two were non-profit organizations lead by people of color.</p>	Randall	Quarterly	All Seattle neighborhoods	Jobs

EQUITY AREA: JOBS / ECONOMIC JUSTICE

Community Outcome	Strategies, Actions and Measures	Lead Staff	Due Date(s)	Neighborhood	Equity Area Secondary Impact
The City's workforce reflects or exceeds the racial demographics of the communities we serve.	<p>Strategy 1: Use departmental programs and projects to eliminate racial inequity</p>				
	<p>Action: Use the Workforce Equity Guide for conducting departmental analysis of representation and pay, and develop and implement strategies to address pay gap and inclusion issues identified. Measure: set specific targets for closing the gaps identified Outcome: OED completed an analysis of its staff composition and salaries in looking particularly at race and gender. While the office is generally in good shape, it is hard to draw definitive conclusions due to the small sample size of the</p>	Johnson	4 th Q	Click here to select neighborhood.	Click here to select the opportunity area that will be secondarily impacted.



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Community Outcome	Strategies, Actions and Measures	Lead Staff	Due Date(s)	Neighborhood	Equity Area Secondary Impact
	<p>office and we will thus remain attentive to these matters. On the positive side, OED has good balance with over half of the staff women and 43% non-white. Women comprise more than half of OED's 18 APEX/SAM positions and have earnings slightly higher than men. Non-whites are 33% of APEX/SAM positions and earn virtually the same as non-whites (within 18 cents an hour.) We will pursue opportunities to increase the percentage of APEX/SAM employees as they become available. OED's professional step progression classifications have non-whites currently earning \$6 per hour less than whites on average. While we will keep an eye on this discrepancy, we believe upon analysis the difference is explained by the nature of specific job classifications and the actual tenure of the 5 individuals currently in those positions.</p> <p>Action: Prepare low income youth for careers aligned with City workforce needs by providing internships to participants in the Seattle Youth Employment Program Measure: At least 100 youth have career exploration opportunities and the city commits to an expansion of its actual employment opportunities for youth Outcome: 366 Seattle youth participated in career days sponsored by OED's Startup Seattle, Pathways to Careers, and City of Music Initiatives. As directed by the Mayor, OED will lead employer engagement efforts to increase ten-fold the number of employment opportunities for Seattle youth. OED's knowledge and advocacy contributed to the Mayor adopting this initiative as a priority of his 2015 agenda.</p>				
	<p>Strategy 2: Build racial equity into departmental policies</p>				
	<p>Action: Train hiring managers, supervisors and other staff involved with hiring processes on Workforce Equity and Human Resources Race and Social Justice Initiative Best Practices. Measure: Managers attend training Outcome: All OED staff have either undergone RSJI and/or managers training or are signed up to do so.</p>	Johnson	4 th Q	All Seattle neighborhoods	Equitable Development
<p>Increase racial equity in City contracting and purchasing, including increasing opportunities for targeted local hire of communities of color.</p>	<p>Strategy 1: Use departmental programs and projects to eliminate racial inequity</p> <p>Action: Develop and implement Women and Minority Business Enterprise (WMBE) plans, strategies and training to help achieve goals (implement Executive Order 2010-05 and a Consultant Inclusion Plan). Measure: Combined Women and Minority Business Enterprise purchasing and</p>	Allen	4 th Q	All Seattle neighborhoods	Equitable Development



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Community Outcome	Strategies, Actions and Measures	Lead Staff	Due Date(s)	Neighborhood	Equity Area Secondary Impact
	consultant goal of 20% Outcome: As of November 30, 2014 OED utilized WMBE vendors and contractors for 35.27% of its consultant and purchasing expenditures.				

EQUITY AREA: SERVICE EQUITY

Community Outcome	Strategies, Actions and Measures	Lead Staff	Due Date(s)	Neighborhood	Equity Area Secondary Impact
Achieve racial equity in City departments' service delivery and resource allocation.	Strategy 1: Use departmental programs and projects to eliminate racial inequity Action: Analyze and streamline restaurant permitting process to improve transparency and navigability. Utilize the Inclusive Outreach and Public Engagement principles in rolling out the program. Develop tools that increase the transparency of requirements and the path forward. Measure: Policy changes that result in shorter permitting times and higher levels of compliance with regulations. Translated website and print materials developed and implemented. Outcome: Restaurant Advocate has been hired. Developed and implemented roadmap and collateral materials in Spanish and Chinese, which provides a general overview how to open a restaurant in Seattle. Resulting in improved transparency and navigability of the restaurant permitting process. Outreach to restaurateurs has begun in South Park, Rainier Beach. We are developing relationships with El Centro De la Raza and the SCIPDA to reach the Spanish and Chinese speaking communities.	Stickel	4 th Q	All Seattle neighborhoods	Jobs



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