



City of Seattle
Edward B. Murray, Mayor

Office of Economic Development
Stephen H. Johnson, Director

January 29, 2015

To: Honorable Tim Burgess, President, Seattle City Council

From: Steve Johnson, Director
Seattle Office of Economic Development

Subject: **Overview of RSJI Actions and Accomplishments in 2014**

The Office of Economic Development (OED) helps create a sustainable economy with broadly shared prosperity. OED supports a healthy business environment and empowers companies to grow and compete. At the core of OED's mission and its work is creating economic opportunity for all residents of our City, with a particular focus on the development and execution of programs to ensure equity for individuals and companies needing additional support to participate fully in our economy.

I am pleased to present highlights of our office's RSJI's accomplishments in 2014 which include:

Equity Area – Education

- As of October 31, 2014, OED partners have provided 937 low-income students with wrap-around and navigation supports. Of these, 214 students have attained 45 credits and 323 students are working toward 45 credits.
- In April of 2014, 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.
- 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.

Equity Area – Equitable Development

- Executed Community Cornerstones business support services to strengthen business performance and reduce risk of displacement for low-income business owners and entrepreneurs of color in and around Othello. 6 workshops held over the summer & 82 people attended. 42 Businesses also received direct technical assistance.
- Created retention and attraction plan for Othello that engaged existing businesses to determine district retail mix that best supports existing businesses. Work is now underway to begin business attraction.
- Supported the development of an action plan to identify priorities for business development in Central District.
- Implemented marketing program for South Park businesses, to help mitigate the effects of the South Park Bridge closure on small businesses. 24 South Park businesses participated in the coupon program. 1,106 coupons were redeemed resulting in over \$12,000 in reimbursements to businesses. It had the additional benefit of organizing the businesses in South Park around a unified campaign to promote businesses in the district.
- Partnered with community based organization to provide culturally appropriate entrepreneurial training for immigrant business owners. 156 immigrant entrepreneurs participated in 2014.
- OED connected 10 businesses with 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.

Equity Area – Jobs/Economic Justice

- OED completed an analysis of its staff composition and salaries in looking particularly at race and gender using the Workforce Equity Guide. While the office is generally in good shape, it is hard to draw definitive conclusions due to the small sample size of the 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.
- Prepared low income youth for careers aligned with growth industry sectors. 366 Seattle youth participated in career days sponsored by OED's Startup Seattle, Pathways to Careers, and City of Music Initiatives. These opportunities give students exposure to high growth fields and build relationships with potential mentors and employers.
- All OED staff have either undergone RSJI and/or managers training or are signed up to do so.
- As of November 30, 2014 OED utilized WMBE vendors and contractors for 35.27% of its consultant and purchasing expenditures.

Equity Area – Service Equity

- Implemented Restaurant Success Initiative aimed at streamlining the permitting process to improve transparency and navigability, and developing tools that increase the transparency of requirements and the path forward. 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. Outreach to restaurateurs utilizing IOPE principles 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.

Looking ahead to 2015, OED will:

- 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.
- Add a new program, funded by new resources in the 2015 budget, to build capacity in small businesses in the context of the implementation of the new minimum wage law. We will do this in partnership with OIRA, with a particular focus on disadvantaged small businesses in a variety of communities, including people of color, immigrants and refugees.
- Continue the development of employment skill development programs for low-income adults. These include supports for English language learners and formerly incarcerated men of color. Build stronger linkages with community based organizations to increase impact and improve outcomes.
- Institutionalize the use of the Racial Equity Toolkit, by employing it at least quarterly.

Attachment: Race and Social Justice Work Plan
RSJI 2014 Summary Power Point

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