

RSJI WORKGROUP: WEBSITE REDESIGN PROJECT

Equity Outcome Statement & Supporting Recommendations

RECOMMENDED EQUITY OUTCOME

During the spl.org website redesign, ensure that all Seattle Communities are represented in an equitable and inclusive public outreach and engagement plan that includes a wide range of current and potential patron voices.

RECOMMENDATIONS TO SUPPORT THAT OUTCOME

- Adopt the RSJI equity outcome statement as a fundamental goal of the website redesign project.
- Invite the RSJI workgroup into the conversation whenever a public-facing interaction is being planned.
- Translate key documents (community surveys, community interview questions, etc) into languages other than English most often spoken in Seattle homes. A recommended list of languages has already been submitted for consideration.
- Consider evolving the project team’s language of developing a “patron-focused” website to developing a website that is focused on “current and potential (or future) patrons.” While that distinction may be understood by the project team, adjusting the language keeps it at the forefront of the discussion, which we believe is important for inclusion of new voices into the process. This language is reflected in the recommended equity outcome statement.
- Ensure a representational sampling of Seattle residents that reflects the makeup of the city using the following data-gathering metrics in your public engagement efforts:
 - Race (70% white, 8% black or African-American, 14% Asian, 7% Hispanic or Latino (of any race), 5% two or more races, 1% American Indian or Alaska Native – 34% persons of color)
 - Gender (50/50 split of male/female in Seattle according to 2010 Census, but this does not account for other gender identities)
 - Sexual orientation (according to Gallup, about 4.8% of the Seattle population who self-identify as LGBT but not broken down further than that)
 - Age (15% under 18; 74% 18-64; 11% 65 and over)
 - Zip code (can be cross-referenced with branch usage data to ensure representation across all neighborhoods)
 - Internet access / digital divide concerns (this could be cross-tracked with Google Analytics data)
 - Disability (hearing, seeing, dexterity, cognitive – some good examples of how to properly ask these questions can be found [here](#))
 - Household income (0-\$20k; \$20-\$40k, \$40-\$60k, \$60-80k; \$80-100k; 100k or more – these income brackets help align with HUD’s area median income charts)

- Number of people in household (this gives better understanding of income vs. cost of living)
- Because the Library provides ongoing meaningful support to underserved communities and Census data is six years old, aim for higher representation of those communities to better reflect Library users. RSJI workgroup can help identify those communities.
- Identify consistent metric gathering throughout the life of the project and beyond in order to compare data accurately regardless of outreach mechanism (surveys, interviews, focus groups, note cards in a room, etc.).
- Develop a method for following up 6-12 months post-launch using the same data gathering metrics used in the discovery phase to determine the impacts of the redesign on our website users.
- Include an RSJI-focused agenda item in every project meeting (may be best served in core project team meetings) to ensure momentum and longevity of these efforts.
- Work with Community Engagement Services (CES) to develop a community partnerships list that leverage community organizer relationship and resources to bring in new voices.
 - Find a way to make those partnerships reciprocal and/or beneficial to partner organizations.
 - Find trusted community voices to help the project expand further.