



City of Seattle  
Edward B. Murray, Mayor

**Office of Economic Development**  
Brian K. Surratt, Director

April 12, 2016

To: Council President Bruce Harrell  
Councilmember Lisa Herbold  
Councilmember Kshama Sawant  
Councilmember Rob Johnson  
Councilmember Debora Juarez  
Councilmember Mike O'Brien  
Councilmember Sally Bagshaw  
Councilmember Tim Burgess  
Councilmember Lorena Gonzalez

From: Brian Surratt, Director, Office of Economic Development  
Kate Becker, Director, Office of Film + Music

**Subject: Overview of RSJI Actions and Accomplishments in 2015**

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The Office of Economic Development (OED), together with the Office of Film + Music (OFM), will be presenting on their joint Race & Social Justice efforts from 2015 on Tuesday April 12, 2016 at the Civil Rights, Utilities, Economic Development & Arts Committee. This memo provides an overview of that presentation.

The Office of Economic Development seeks to foster an economy in Seattle where people can start a business, build a career and earn a living regardless of where they are from or who they are. OED supports this vision through its programs and partnerships which support a healthy business environment, empowering companies to grow and compete, through the development of local talent in career pathways currently in demand, and through the support of specific industry sectors that are uniquely competitive or desirable. Woven throughout OED's and OFM's programs and annual work plan is the vision of the Race and Social Justice Initiative, to eliminate racial disparities and achieve racial equity in Seattle. Highlighted below are examples of our work from 2015 which bolstered this vision.

#### **Equity Area – Jobs/ Economic Justice**

- Mayor's Youth Employment Initiative - Over 2,100 young people have been provided internships and jobs through the Mayor's Youth Employment Initiative. This number includes 779 low income youth who have participated in the Seattle Youth Employment Program. In addition, the City provided over 1,000 other internship and job opportunities for youth.
- Job Placement/Career Certifications - 403 low-income adult learners graduated with industry certifications, and 423 placed in high demand jobs.
- Maritime and Manufacturing Talent Pipeline - 47 field trip experiences were provided to more than 12 classes serving more than 220 students, many of whom were young women and children of color in an effort to bolster and diversify the pipeline of talent for Seattle's maritime and manufacturing sectors.

- Tech Talent Pipeline - OED's Startup Seattle sponsored two youth events: Startup Weekend Girls (40 young women), and Hack the CD (25 students of color). We also conducted two tech tours which included 10 students of color who went to Moz, and 9 young women who went to Tune. Startup Seattle also sponsored Black Dot, supporting 40 entrepreneurs of color. So in balance, 84 youth, 40 adults, and 124 individuals total (49 young women, 75 people of color) were engaged with meaningful experiences and connections in technology and entrepreneurship.

### Equity Area – Equitable Development

- Minimizing displacement in Business Districts – The *Only In Seattle* (OIS) program, which works with neighborhood business districts, applied the Racial Equity Toolkit (RET) to the OIS Racial Equity in Business Districts pilot during the first 6 months of 2015. This pilot was designed to increase the inclusion of under-represented business owners in business district organizing work. Public Outreach and Engagement Liaisons conducted outreach to business owners of color to hear their priorities and feedback and introduce them to the local business organization's resources. In addition, 10-15 business district leaders participated in a training cohort, attending seven sessions on implicit bias, with tools and resources to think differently about how implicit bias factors into their work and building racial equity practices into their organizations. After evaluating the results of this pilot, OIS is changing the POEL (Public Outreach Engagement Liaisons) structure to provide more direct service to businesses of color.
- Organizing the South Park Business District - The South Park Retail Merchants Association (SPSRMA) organized small retail merchants in the South Park commercial corridor to strengthen neighborhood businesses and create a vibrant, safe business district. In 2015, OED worked with SPRMA to identify business priorities and developed a technical assistance plan focused on individualized and bilingual/ bicultural assistance around marketing and financial assessment.
  - 10 businesses participated in a marketing workshop hosted in partnership with Ventures and 5 businesses engaged in individualized marketing projects with Uma Communications, a bilingual Latino marketing firm.
- Organizing the Rainier Beach Merchants Association – The Rainier Beach Merchants Association and partners participated in the pilot race equity cohort and engaged Public Outreach Engagement Liaisons to support direct outreach to businesses about available improvements including façade, and organized a business resource event targeting East African businesses (around 50 participated).
- Construction Mitigation - Working in conjunction with multiple departments, OED developed business-specific services tailored to individual needs to help mitigate construction related issues. Outreach to the business community focused on Central Area businesses.
- Restaurant Success – OED's Restaurant Success program held office hours to provide professional opportunities with restaurants to learn their needs and support their startup activities and/or expansion at the Seattle Chinatown International District PDA and Ventures Nonprofit monthly. We also contracted with the Ethnic Business Coalition to help market immigrant and refugee businesses in the Seattle area.
- Central Area Revitalization Plan - OIS and Nyawela Consulting convened business stakeholders in the Central Area to build trust and co-create a commercial revitalization plan. The process was untraditional, but helped align efforts between business groups that have historically not worked together. The result was the formation of the Central Area Collaborative, a network of leaders from existing business institutions in the neighborhood that will align efforts to implement the commercial revitalization plan.

- Business Outreach & Technical Assistance - Our partners successfully provided a wide range of outreach and technical assistance to 461 WMBEs, including counseling and referring companies to growth opportunities, connecting companies to others in their industry that provide services essential to growing their businesses, providing strategic advice to improve financial management, connecting companies to financing, and connecting companies to city services and programs.
- Cultivate Professional Opportunities in Seattle’s Music Industry – OFM sponsored a City of Music Career Day – the free, annual educational event that gives young people ages 16-24 direct access to music industry professionals through networking, experiential learning, engaging workshops, and performance – for which we successfully targeted outreach to high school juniors and seniors of color for their participation. The Music Commission, along with the Arts Commission, held an outreach retreat in Columbia City to engage with the Southeast community around opportunities in the music and arts professions. Outreach was done via community centers, nonprofit organizations serving communities of color and through our partnership and work with The Creative Advantage in Seattle Public Schools. Additionally, transportation was provided through chartered busses at several public school locations where transportation to Seattle Center, where the event is held, can be a potential barrier to attend.
- The Black Music Summit - The Music Commission, staffed by OFM, and along with OED, participated in the Black Music Summit bringing together music stakeholders including musicians, artists, promoters, venues, media, educators, community organizers and others to discuss the legacy and future of Black music in the Central District and Seattle.

#### **Equity Area – Service Equity**

- Restaurant Success Program – This program translated collateral materials into Spanish and Chinese and distributed the materials broadly in those communities. In 2016, we will look to continue to expand translation to other food sector languages.
- OED Discretionary Spending with WMBEs - The overall allocation of OED’s spending was 37.6% with WMBE vendors, or \$189,600 of our \$504,310 discretionary expenditures were made with WMBEs.
- Citywide Permit Integration – OED supported the development of a citywide permit integration model in conjunction with representatives from DPD, SDOT, SPU, SCL and other. The RSJI lens is a part of the design of the internet portal (using focus groups from communities of color) and planned eventual outreach for this service to communities of color. A Citywide permitting and licensing portal focused on reaching out to residents and businesses with attention on outreach to marginalized communities will ensure that everyone has equitable access to the resources and information in one place. This is a long-term effort and the RSJI lens will be important to maintain as the project moves forward.

#### **Looking ahead to 2016**

Moving forward, OED will continue to work to ensure racial equity in our programs and services to make tangible differences in people’s lives. We are working not only through our staff, but also through our partnerships as we engage in work with neighborhood business districts, commissions and community-based organizations to support the movement to end structural racism. We will continue to help lead regional networks for racial equity through our partnerships with other governments and institutions, the private sector and philanthropy. In 2016, we expect to tackle the following areas which have RSJ implications:

- Youth Employment - OED will continue leadership of employer engagement efforts to increase the number of employment opportunities for Seattle youth.
- Music Commission Work – The Music Commission will use a RSJI lens to create early-career entry points for area youth by producing City of Music Career Day, City of Music Career Day Roadshows and other outreach events.

- Special Events Notification – OFM’s Special Events Program will engage the Racial Equity Toolkit in our review of how we engage and notify the community about Special Events.
- TechHire – Launch a new initiative to accelerate training programs and internships in technology fields for people of color, and women.
- Use of Language Line – OED is working with OIRA to implement a Language Line account to ensure OED can provide on call interpretation services over the phone and then develop an ethnic media outreach plan to let different communities know of our ability to provide interpretation services over the phone.
- Regional Green Business Platform - A regional program meant to streamline environmental services for businesses, will engage IOPE principles into the final program design, program evaluation, marketing plan, marketing toolkit, and establishing a hotline/resource line with multiple languages.
- Central Area - Only in Seattle and Nyawela Consulting convened business stakeholders in the Central Area to build trust and co-create a commercial revitalization plan. The process was untraditional, and helped align efforts between business groups that have historically not worked together. The result was the formation of the Central Area Collaborative, a network of leaders from existing business institutions in the neighborhood that will align efforts to implement the commercial revitalization plan. In 2016, we will continue to work towards achieving the revitalization priorities identified in the plan.

Among the examples provided above, OED and OFM will work to institutionalize the use of the Racial Equity Toolkit by employing it in a number of instances in our work in 2016. We look forward to reporting our results in 2017.

Attachment: RSJI 2015 Summary Power Point

Copy: Patricia Lally, Director, Office for Civil Rights  
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