



BUSINESS OUTREACH AND EDUCATION FUND REQUEST FOR PROPOSAL 2021-2022 Guidelines

Office of Labor Standards

The City of Seattle created the Office of Labor Standards (OLS) to increase equity and establish a fair and healthy economy for workers, businesses, and residents. The mission of OLS is to advance labor standards through thoughtful community and business engagement, strategic enforcement, and innovative policy development with a commitment to race and social justice.

Labor Standards Business Outreach and Education Fund

For successful implementation of Seattle's labor standards, workers must understand their rights and businesses must understand and comply with their responsibilities under the laws. The City of Seattle has become a national leader in establishing equity through its labor standards. Small businesses are a critical component in achieving equity and it is important to the City that businesses are equipped with the information and educational resources they need to be successful. We also understand that many small businesses struggle to comply with these laws because of lack of access to this information. This is especially true for business communities with linguistic, cultural, social, economic, and geographic barriers to compliance. The Business Outreach and Education Fund emphasizes support to these targeted business communities to achieve racially and socially equitable labor standards implementation.

The fund seeks to establish collaborative relationships with business organizations to:

- Increase knowledge of and compliance with Seattle's labor standards among the small business community to build a "culture of compliance" in Seattle;
- Develop new partnerships among community organizations serving the business community and increase the capacity of such organizations to serve as ongoing resources for information and compliance assistance with Seattle's labor standards;
- Foster increased collaboration between OLS and the business community and build trust for OLS and business organizations as trusted resources for information and compliance assistance; and
- Create opportunities to expand on OLS' work with relevant City of Seattle departments with direct ties to the business community, such as Department of Neighborhoods, Office of Immigrant and Refugee Affairs, Office of Economic Development, Finance and Administrative Services to promote business support and sustained compliance with Seattle's labor standards.

OLS is committed to ensuring racial and social equity in administration of the Fund, and relies on the following guiding principles:

- Create educational opportunities that overcome racial and social inequities related to understanding labor standards compliance;
- Create mechanisms to support organizations and groups that have strong ties to small businesses, especially those owned by low-income and historically disenfranchised communities, including immigrants and refugees and people of color, as well as women, veterans, people with disabilities, and the LGBTQ community;
- Engage immigrant, black, indigenous, and people of color (BIPOC) business communities in their own language and with culturally appropriate outreach and education;
- Engage businesses and business owners in a manner that is sensitive to “meeting people where they are;” and
- Provide open and transparent communication between OLS and fellow organizations about barriers, progress, best practices, and lessons learned that result from the funding process.

Seattle’s Labor Standards

The Office of Labor Standards is responsible for administering the following labor standards laws, including educating businesses and workers on these laws. These laws include:

- **Paid Sick and Safe Time Ordinance**, requiring employers to provide paid leave for absences due to medical conditions, domestic violence, or other critical safety issues;
- **Fair Chance Employment Ordinance**, restricting how employers can use conviction and arrest records during the hiring process and course of employment;
- **Minimum Wage Ordinance**, establishing a minimum hourly wage that rises with the annual rate of inflation;
- **Wage Theft Ordinance**, requiring employers to pay all compensation owed to workers (including wages and tips);
- **Secure Scheduling Ordinance**, establishing predictable scheduling requirements for large retail and food service establishments;
- **Domestic Workers Ordinance**, establishing protections for independent contractors and employees who provide domestic services in and around the homes of thousands of Seattle families; and
- **Commuter Benefits Ordinance**, requiring employers to provide commuter benefits on a pre-tax basis;
- **Hotel Employee Safety Protections**, requiring covered employers to take measures to prevent, address, and respond to guest conduct that is "violent or harassing;”
- **Protecting Hotel Employees from Injury**, limiting the workload of hourly employees who clean the guest rooms of a covered hotel or motel;

- **Improving Access to Medical Care for Hotel Employees**, requiring covered employers to make monthly healthcare expenditures to, or on behalf of, covered employees to increase their access to medical care; and
- **Hotel Employee Job Retention**, requires covered employers to provide advanced notice to covered employees of changes in ownership and requires the incoming employer to retain covered employees for a certain time after the change in ownership.

OLS is also responsible for administration of two temporary laws that are effective during the COVID-19 civil emergency: Gig Worker Premium Pay Ordinance and Gig Worker Paid Sick and Safe Time Ordinance. OLS also administers the Transportation Network Company (TNC) Driver Deactivation Rights Ordinance, and the TNC Driver Minimum Compensation Ordinance.

Request for Proposals

This funding cycle is for a 24-month contract period, beginning January 1, 2021 and ending December 31, 2022. Total funds available for 2021 are anticipated to be \$550,000. The same amount will be proposed for 2022. **However, the amount of available funding is contingent upon sufficient appropriation by City Council in 2021 and 2022 Adopted Budgets.**

OLS will provide a request for proposal orientation workshop to assist applicants. Please see the date below.

Organizations can apply individually or as part of a collaborative group with one organization as the lead. OLS encourages organizations to apply in the capacity that best fits their needs and helps achieve desired business engagement goals. There will not be penalty or preference for either individual or collaborative applications.

Below are a few suggestions for what makes strong individual or collaborative applications.

A strong individual organization applying will:

- Have a clear vision of business engagement goals; and
- Have organizational infrastructure, and dedicated staff capacity to support the requirements and deliverables.

A strong collaborative group applying will:

- Have 2-3 points of unity on why they are working together and have a clear vision on meeting business engagement goals;
- Have a lead organization who has the infrastructure and staff capacity to collect reports, disperse funds, and provide consistent training and technical support to sub-contractors. It is strongly encouraged for the lead organization to have at minimum one dedicated staff person to oversee the program and to ensure collective goals are reached; and
- Have a well-thought-out process for how the collaborative group will delegate and share work, disperse and receive payments, and be accountable to one another.

A. Statement of Need and Intent

OLS seeks proposals from business associations, chambers of commerce, community-based organizations (CBOs), private businesses, or non-profit organizations (individual organizations or a collaborative partnership) to assist OLS with targeted labor standards outreach, education, and compliance assistance to Seattle businesses, with an emphasis on small businesses representing vulnerable communities. Ideally, organizations will have experience or demonstrated ability in two or more of the below areas:

- Conduct labor standards outreach and education to one or more targeted small business communities/industries representing low- income and historically disenfranchised business owners, including immigrants and refugees and people of color, as well as women, veterans, people with disabilities, and the LGBTQ community.
- Provide information to businesses in culturally appropriate, language-specific, and otherwise accessible formats necessary to reach business owners in Seattle, focusing on Seattle’s diverse cultural and geographic business communities.
- Provide support to businesses on labor standards compliance and/or provide relevant referral resources to businesses.

OLS seeks proposals with clear strategies and plans of action. OLS encourages proposals to be creative and innovative, and to consider different avenues of reaching businesses. See **Examples of Outreach Activities** suggested by OLS and members of the business community.

Organizations named in the contract will serve as a collaborative partner with OLS in sharing outreach and community engagement strategies through quarterly meetings. To help inform these strategies all organizations are expected to collect quantitative data and qualitative stories/reflections that demonstrate successes and challenges through quarterly reports. Organizations are encouraged to consider this reporting responsibility as a budgeted resource in proposals.

B. Proposal Submission Requirements

Organizations must complete and submit a written application that include attachments A through D, by **Friday, October 23, 5:00 pm (PST)**:

- A. Cover Page (Attachment A);
- B. Application Questions (Attachment B);
- C. Proposed Scope of Work (Attachment C); and
- D. Proposed Budget (Attachment D).

Following the receipt of application, OLS will schedule and conduct interviews with applicants during the week of **October 26**.

- The time allotted for the interview is 45 minutes; and
- Interviews will be conducted virtually on WebEx.

Language Access Requests: Organizations may request a language interpreter for their interview. Additional time will be added to accommodate for interpretation. Requests must be submitted by or before **October 23, 2020 at 5:00pm (PST)** to laborstandards@seattle.gov

C. **Proposal Content Requirements**

Please note that incomplete applications will not be considered. Please do not include application brochures or letters of support.

Please complete items 1-4. Limit application to no more than 10 pages. Contact laborstandards@seattle.gov with a request for additional pages if needed.

1. Cover Page (Attachment A).
 - For organizations that are applying as a collaborative, please submit one Cover Page per organization in the collaborative.
2. Application Questions (Attachment B).
 - For organizations that are applying as a collaborative, please submit only one response for the collaborative.
3. Proposed Scope of Work (Attachment C).
 - The proposed scope of work should include activities you intend to do, including outreach, trainings, and communications. Provide the estimated number of businesses you intend to reach in two years with benchmarks per quarter. If selected, OLS will work with you to adjust projections as necessary over the term of the contract and/or as new or different work gets added to the plan.
4. Proposed Budget (Attachment D).
 - The proposed budget is taken into consideration and serves as a guide to determine the allocation of funds to grantees. In the "Description of responsibilities/activities," please specify which position will be responsible for data collection and reporting. Please modify the "Activities" as needed. If applying as a collaborative, please submit one Budget per organization in the collaborative.

D. **Reporting**

In addition to agreed-upon services, recipients named in the contract are expected to provide quarterly reports to OLS including verification of activities, quantitative updates, and qualitative descriptions of current efforts meeting objectives, as well as successes and challenges.

Verification includes but is not limited to:

- The address of businesses visited;
- Samples of outreach material(s) created and distributed (not created by OLS);
- Photos of outreach activities conducted;
- Rosters and/or registration/sign-in sheets; and
- A schedule of events.

Quantitative reporting may include:

- Number and type of workshops, training sessions, or compliance assistance activities conducted in English and one or more languages spoken by business owners in Seattle (e.g. Know Your Obligations, Train the Trainer, Train the Provider, Model Business Development, etc.);
- Number and type of outreach activities conducted (e.g. door-to-door outreach, community meeting events, ethnic media) as well as which ordinances and languages were used;
- Social Media and Traditional Media activities that are reaching people without any face-to-face contact;
- Number and types of businesses reached through education and outreach activities (e.g. size, location, industry, minority, immigrant, LGBTQ, disability, or veteran-owned);
- Number of and type of compliance assistance requests responded to, and how many resolved by the organization, how many referred to OLS, and how many referred to other entities for specific business compliance assistance; and
- Interviews or announcements on the radio that contain information about Seattle labor standards.

Qualitative reporting may include:

- Providing which outreach activities were successful and less successful, and proposed solutions to challenges;
- Feedback from business owners on what outreach and education is useful;
- The response to specific questions received from small businesses regarding Seattle labor standards compliance; and
- Gathering stories/information about what labor standards are business owners unaware of or less familiar with.

E. Evaluation Criteria

OLS will review and evaluate proposals based on the following criteria:

1. A clear strategy for facilitating labor standards compliance and other RFP goals among targeted business populations across Seattle's diverse neighborhoods.
2. Use of creative and innovative approaches.
3. An understanding of the needs of target business communities, and the ability to provide culturally relevant, culturally competent, and language-specific support to targeted business organizations.
4. How business communities and/or industries will be identified and tracked accurately to showcase

the targeted outreach.

F. Deadlines and Terms

IMPORTANT DATES	
September 23	OLS distributes Request for Proposal.
October 6	<p>OLS provides a request for proposal orientation for potential applicants including:</p> <ul style="list-style-type: none"> ▪ Purpose and scope of fund; and ▪ Funding requirements. <p>RFP Orientation 1:00pm – 3:00pm. RSVP: https://www.surveymonkey.com/r/October6orienwksh</p>
October 23	<p>Proposals must be received by October 23 by 5:00pm (PST)</p> <p>Applicants shall submit proposals electronically as an attachment, include the following in the subject line: 2021-2022 BOEF Proposal to OLS at laborstandards@seattle.gov</p>
October 26-October 30	OLS will schedule and conduct interviews with the applicants.
December 2020	OLS announces funding decisions.
January 2021	Organizations begin 24-month contract period.

Contract: The selected fund recipients will enter into a contract that identifies agreed-upon services and requires compliance with Seattle’s civil rights and labor standards ordinances, including the Fair Employment Practices (SMC 14.04), Public Accommodations (SMC 14.06), Fair Contracting Practices (SMC 14.10), Paid Sick and Safe Time (SMC 14.16), Fair Chance Employment (SMC 14.17), Minimum Wage (SMC 14.19), and Wage Theft (SMC 14.20). Conduct made unlawful by these ordinances constitutes a breach of contract and may result in the imposition of damages and civil penalties.

Application Assistance: Please contact Darius Foster at laborstandards@seattle.gov to ask questions related to the application process.

Examples of Outreach Activities

Note: Contractors must abide by current public health guidelines and requirements when conducting outreach and education activities during the Covid-19 pandemic. Applicant proposals must reflect how contractors will conduct activities to meet these requirements.

1. Facilitate outreach and education on Seattle labor standards to targeted business populations.

- A. **Example #1:** Conduct a door-to-door campaign, or other type of outreach, that emphasizes individual contact with business owners in a specific neighborhood(s) or within a specific industry to share information about Seattle labor standards.
- B. **Example #3:** Offer information and personal assistance at established community and business events and spaces (e.g. street fairs, business events, cultural events, and gathering spaces).
- C. **Example #4:** Develop basic and language-specific information accessible by mobile device for business to quickly verify or learn about their labor standards obligations.
- D. **Example #5:** Create training videos; create on-line, interactive training games and/or programs.
- E. **Example #6:** Develop Facebook ad campaign for targeted communities.

2. Provide culturally appropriate direct technical assistance.

- A. **Example #1:** Conduct workshops to help answer businesses questions and establish good practices in implementing specific labor standards. Partner with OLS to conduct these trainings and/or receive train-the-trainer assistance from OLS or other organizations.
- B. **Example #2:** Create a dictionary of terms often used in Seattle labor standards, as well as a list of key obligations for businesses to know about, in language(s) spoken by targeted business owners.
- C. **Example #3:** Create a step-by-step guide for how labor standards apply to business decisions, from hiring to payroll to leave policies.
- D. **Example #4:** Offer “house-call” (i.e. on-site, personalized) consulting to targeted communities on how to integrate labor standards implementation with day-to-day business operations.
- E. **Example #5:** Coordinate business clinics on how to implement labor standards, along with how to be a successful business owner. Partner with King County Bar Association or City of Seattle’s Office of Economic Development.
- F. **Example #6:** Identify business success stories for labor standards compliance. Work with identified model businesses to provide “real world” consulting on how to make compliance easier. Provide trainings and consulting in partnership with these businesses. Coordinate a business roundtable with OLS using these businesses as a model for others.

- 3. Use connections in the business community and community leaders to create referral systems to OLS and other trusted organizations for technical assistance.**
 - A. Example #1:** Create, implement, and manage an ongoing outreach and referral program that recruits community members and trains them about Seattle Labor Standards.
 - B. Example #2:** Identify vendors or companies who work with businesses in Seattle and educate them on Seattle labor standards.
 - C. Example #3:** Identify and establish relationships with payroll providers, accountants, and bookkeepers to target for labor standards outreach.
 - D. Example #5:** Conduct trainings and technical assistance for payroll providers, accountants, and bookkeepers on Seattle’s labor standards.
 - E. Example #6:** Create mechanisms for payroll providers, accountants, and bookkeepers to share labor standards expertise with their clients (e.g. handouts, information packets and other tools).
 - F. Example #6:** Develop a specific strategy to reach micro-enterprises or family-owned businesses.
- 4. Use technology, ethnic newspapers, radio, television, and social media to reach the business community about Seattle’s labor standards.**
 - A. Example #1:** Develop Facebook ad campaign for targeted communities.
- 5. Provide translation services for OLS outreach materials**
 - A. Example #1:** Research and develop proposal for specific types of materials that are most useful for Limited English-Speaking business owners, as well as which languages should be prioritized for translation.
 - Example #3:** Provide second level of review on translated outreach materials (e.g. posters, employer guides, templates of Notice of Employment Information, Secure Scheduling Advance Notice of Schedule, etc).