

**Seattle Office of Labor Standards**  
**Business Outreach and Education Fund**  
**Request for Proposals**

**1. Introduction:**

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.

While the City of Seattle has become a national leader in establishing progressive and equitable labor standards for employees and employers, many small businesses struggle to comply with Seattle's new labor standards. This is especially challenging for business communities with linguistic, cultural, social, economic and geographic barriers.

OLS issues this Request for Proposals (RFP) to facilitate outreach, education and technical assistance to small businesses operating in Seattle, with an emphasis on businesses not typically served by traditional outreach methods: businesses owned by low-income and historically disenfranchised communities, including people of color, immigrants and refugees, as well as women, veterans, people with disabilities, and the LGBTQ community.

OLS will award \$275,000 to one or more organizations for a 12-month contract cycle beginning the third or fourth quarter of 2016. OLS encourages community-based organizations, business associations, chambers of commerce, and other relevant entities to develop partnerships to apply for these funds.

**2. RFP Objective:**

The **Labor Standards Business Outreach and Education Fund** aims to achieve the following goals:

- Foster increased collaboration between OLS and the business community;
- Develop new partnerships among community organizations serving the business community and increase the capacity of such organizations to serve as ongoing resources for education and information about Seattle's labor standards;
- Increase awareness of and compliance with Seattle's labor standards among the small business community; and
- Establish OLS as a trusted resource for information and assistance.

In order to effectively implement and enforce Seattle's labor standards, OLS is committed to advancing racial and social equity. This contract process is guided by the following principles:

- Creating mechanisms to support organizations and groups that have strong ties to small businesses, with an emphasis on businesses owned by low-income and historically disenfranchised communities, including people of color, immigrants and refugees, as well as women, veterans, people with disabilities, and the LGBTQ community, especially where such

organizations and groups already are working to connect with similar culturally-relevant institutions and organizations;

- Leveraging opportunities to eliminate racial and social inequities with regard to labor standards education, and encouraging collaborative and creative approaches;
- Engaging business communities through the use of language-specific and culturally-appropriate outreach and education, and engaging businesses and business owners in a manner that is sensitive to “meeting people where they are at”;
- Creating opportunities to expand on the work of the OLS, as well other departments within the City of Seattle with direct ties to the business community, including Department of Neighborhoods, Office of Immigrant and Refugee Affairs, Office of Economic Development, Finance and Administration Services and other departments, to promote awareness and understanding of Seattle’s labor standards; and
- Providing open and transparent communication with OLS and fellow organizations about barriers, progress, best practices, and lessons learned that result from the funding process.

### **3. What are Seattle’s Labor Standards?**

#### Minimum Wage Ordinance

As of April 1, 2015, the minimum wage increased for employees working in Seattle. Seattle’s minimum wage will increase gradually to \$15 an hour.

#### **2016**

- Minimum wage for large employers (501 or more employees worldwide) is:
  1. \$13.00/hour, or
  2. \$12.50/hour if the employer pays toward an employee’s medical benefits\*.
- Minimum Wage for small employers (500 or fewer employees worldwide) is:
  1. \$12.00/hour, or
  2. \$10.50/ hour if the employer pays at least \$1.50/hour toward an employee’s medical benefits\* and/or if the employee earns at least \$1.50/hour in tips reported to the IRS.

\*To pay the lower minimum wage, an employee must be enrolled in an employer-provided medical benefits plan that is the equivalent of silver-level or higher (employer pays at least 70% of benefits) under the federal Affordable Care Act.

Wage Theft Ordinance

The Wage Theft Ordinance creates an administrative process for addressing wage theft complaints. The ordinance requires employers to provide written employment information to new employees, existing employees (a new requirement beginning April 1, 2016), and employees who experience a change of employment; pay all compensation owed on a regular pay day; and provide itemized payroll information every pay day. The ordinance does not replace criminal investigations of wage theft; it remains a crime to withhold payment of wages and tips owed to employees.

Fair Chance Employment Ordinance

The Fair Chance Employment Ordinance sets limits on how employers can use conviction and arrest records for jobs performed in Seattle. The law prohibits job postings that exclude applicants with criminal records (e.g. “No criminal history” and “Felons need not apply”); prohibits job applications with criminal record questions; delays criminal record inquiries until after an applicant has been screened for minimum qualifications; requires employers to provide applicants an opportunity to explain or correct criminal record information; and requires employers to have a legitimate business reason to deny employment on the basis of a criminal record.

Paid Sick and Safe Time Ordinance

Employers with more than four full-time equivalent (FTE) employees must provide paid sick and safe time to employees who work within Seattle’s city limits. Employees can use PSST hours to take an absence from work due to a personal or family member’s illness or medical appointment, or for a critical safety issue (e.g. domestic violence, sexual assault, or stalking) for the employee, a family member or housemate. The amount of PSST accrual, use and carry-over to the next year depends on employer size. To determine tier size, employers must count all their employees worldwide. All employees are eligible for the benefit, including full time, part-time, temporary and seasonal workers.

**4. RFP Timeline:**

Funds will be awarded to one or more organizations/organizational partnerships through a process designed to encourage collaboration among community-based organizations, business associations, chambers of commerce, and other entities sharing common purposes, and to leverage skills/expertise to educate businesses about Seattle’s labor standards.

Request for Proposal Timeline

Date	Activity
05/10/16	OLS distributes RFP for Business Outreach and Education Fund
05/20/16	<p>OLS provides a workshop for potential applicants including:</p> <ul style="list-style-type: none"> <li>- Training on Seattle’s labor standards</li> <li>- Guidelines regarding purposes/goals of the RFP, and</li> <li>- Group sessions to encourage partnerships and joint proposals.</li> </ul> <p>Until shortly before submissions are due, the OLS Business Liaison will provide on-going technical assistance regarding the application process.</p>

<u>06/22/16</u>	Applicants submit written submissions and requests for oral presentations by 5:00 pm (see requirements in RFP).
<u>Week of 07/04/16 and 07/11/16</u>	Applicants provide oral presentations.
<u>August 2016</u>	OLS announces funding decisions.
<u>September 2016</u>	Organizations begin contract period. Organizations will be contracted for a 12-month contract term.

## 5. Request for Proposals:

### A. Statement of Need and Intent

The Seattle Office of Labor Standards (OLS) seeks proposals from business associations, chambers of commerce, and community-based organizations, private businesses, or non-profit organizations (individual organizations or a collaborative group) to assist OLS with targeted outreach, education, and/or technical assistance on Seattle’s labor standards to small businesses throughout Seattle. Ideally, organizations will have experience or demonstrated ability to:

- Conduct outreach to one or more targeted small business communities representing low-income and historically disenfranchised business owners, including people of color, immigrants and refugees, as well as women, veterans, people with disabilities, and the LGBTQ community.
- Provide information to businesses in culturally appropriate and otherwise accessible formats and languages spoken by business owners in Seattle, focusing on Seattle’s diverse cultural and geographic business communities.
- Provide technical assistance to businesses on specific legal requirements and leading business practices, and also provide relevant referral resources.

OLS seeks proposals with clear strategies and plans of action. OLS encourages proposals to be creative and innovative, and which consider different avenues of reaching businesses. See Appendix A for examples of outreach suggested by OLS and members of the business community.

### B. Proposal Submission Requirements

1. Provide a brief description of your organization or collaboration. As part of this description, please include:
  - a) Name of the association, group, or chamber, telephone and webpage URL (if applicable).
  - b) Name, title, phone and email address of the individual responding to the RFP.
  - c) Description of your organization or collaboration’s experience in:
    - i) Providing outreach and education to business owners in Seattle;
    - ii) Providing technical assistance and/or training to businesses on legal requirements, leading business practices and/or referral to appropriate resources;
    - iii) Serving small businesses with an emphasis on businesses owned by low-income and historically disenfranchised communities, including people of color, immigrants and refugees, as well as women, veterans, people with disabilities, and the LGBTQ community.

- d) For organizations planning to partner with multiple organizations to deliver services: Include a list of those organizations, the intended role each organization will play within the collaboration and the projected amount of financing each partner will receive as part of the collaboration.
2. Describe which Seattle business communities your outreach and education will target and why, and what makes your group well suited to provide services in those business communities.
    - a) How is your organization or collaboration's approach to targeted business community outreach and education different or more effective than other organizations providing similar services? Please provide examples of previous outreach efforts.
    - b) What methods and strategies does your organization or collaboration employ in providing targeted outreach and education? Please outline the outreach strategies that you will use to engage your target business community or communities.
      - (1) Overall program design;
      - (2) Type, number and size of proposed one-on-one contacts, trainings and/or workshops;
      - (3) Anticipated number of business community members to be served.
      - (4) Anticipated impact(s) of your proposal, quantitative and/or qualitative.
    - c) Describe your organization or collaboration's methods for collecting and reporting on client demographic information, technical assistance provided, and project outcomes. If applicable, please describe a previous example of collecting and reporting this information.
  3. What are your member and volunteer roles/responsibilities? How will this funding help serve your organization?
 

Provide a work plan, with a timeline and budget, outlining outreach, collaboration and education strategies and labor standards technical assistance services, including specific organizational partners, actions and activities you plan to carry out. Identify the specific timeframe for the actions and activities in your proposals, and describe specific expenses associated with your proposal, including staff costs that would be covered by contract funds and total costs and unit costs per worker with the hourly rate and/or salary.

#### C. Format for proposals

1. Applications will be rated only on the information requested and outlined in this RFP and oral presentations.
2. Please do not include a cover letter, brochures, or letters of support.
3. Limit application to a total of 8 pages. Contact Karina Bull, Senior Policy Advisor (and acting Business Liaison) at karina.bull@seattle.gov with a request for additional pages if the proposal includes collaboration with multiple organizations.
4. Organize your application according to the order of questions in this section.

#### D. Evaluation Criteria

This section outlines the criteria that OLS will use to evaluate proposals. OLS will work with an Evaluation Committee to review proposals.

Proposals will be evaluated using the following criteria:

1. Presents overall strength and quality of proposal, with a demonstrated ability to impact RFP goals.
2. Demonstrates clear strategies for facilitating engagement with targeted business populations across Seattle's diverse neighborhoods, and clear methods for providing labor standards education to the business community, using creative and innovative approaches
3. Shows established connections to the target business communities. Leverages relationships and partnerships within and across business communities and city departments to facilitate outreach and education efforts.
4. Demonstrates understanding of the needs of target business communities, and ability to provide culturally-relevant, culturally competent, and language-specific support to targeted business organizations.
5. Demonstrates experience working with underrepresented businesses and small businesses. Establishes a framework for providing technical assistance on Seattle labor standards to targeted business populations in the form of implementation assistance and referral services.

#### E. Reporting

In addition to agreed-upon services, recipients named in the contract will be expected to provide quarterly reports to OLS with both quantitative updates and qualitative descriptions of current efforts meeting their objectives, as well as successes and challenges. Among other criteria to be determined for outreach and education services, success will be measured by:

- Number of meetings, workshops, and/or training sessions held (e.g. Know Your Obligations, Train the Trainer, etc.) in English and one or more languages spoken by business owners in Seattle.
- Number and types of communication and outreach activities conducted (e.g. ethnic news media, social media, door-to-door outreach, as well as which ordinances and languages used).
- Number and types of businesses reached through education and outreach activities (e.g. size, location, industry).
- Number of referrals to OLS and other entities for specific business technical assistance.
- Demographic data on business representatives reached (e.g. race/ethnicity, primary language, country of birth, age, sex assigned at birth, gender identity, sexual orientation, zip code, disability, veteran status, housing status).

The qualitative reporting will include a description of successful outreach and education activities conducted each quarter, challenges and solutions to those activities, support and assistance needed from OLS to be more effective, and stories re: impact to the target business communities/communities.

#### **6. Deadlines and Terms**

**Proposals must be received or postmarked by June 22, 2016 at 5:00 pm.**

Applicants may submit proposals electronically using the subject line: Labor Standards Business Outreach and Education Fund Proposal to OLS at [karina.bull@seattle.gov](mailto:karina.bull@seattle.gov).

Applicants also may deliver proposals in person or send via mail to Karina Bull, Seattle Office of Labor Standards, 810 3rd Avenue Suite 750, Seattle, WA 98104.

**Oral Presentations:** OLS strongly encourages oral presentations and will accept requests for oral presentations until June 22, 2016 at 5:00 pm. Requests should include a paragraph describing the proposal and brief work plan indicating timeline, staff requirements and budget. Applicants requesting an oral presentation will be scheduled the week of July 4, 2016 and/or the week of July 11, 2016 for a 30-minute meeting (20 minutes for presentation and 10 minutes for questions).

**Application Assistance:** Please contact Karina Bull, Senior Policy Advisor (and acting Business Liaison) at [karina.bull@seattle.gov](mailto:karina.bull@seattle.gov) to ask questions related to the application process.

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) ordinances. Conduct made unlawful by these ordinances constitutes a breach of contract and may result in the imposition of damages and civil penalties.

# APPENDIX A

## Example activities:

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

- A. **Example #1:** Host a pre-determined number of community-specific events in target community's language to inform businesses about Seattle's labor standards. Arrange for trusted community organizations and/or OLS staff or other individuals to provide labor standards information.
- B. **Example #2:** Conduct a door-to-door campaign, or other type of outreach, that emphasizes individual contact with business owners in a specific neighborhood(s) to share information about Seattle labor standards.

### 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, 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.

### 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:** Establish relationships with legal and payroll advisors to increase their understanding of Seattle labor standards and create mechanisms for sharing this expertise with their clients.
- D. **Example #4:** 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.



## Meeting Notes: Business Stakeholder Meeting (3/2/16)

### Japanese Cultural Community Center

Below you will find feedback received from the discussion on March 2, 2016 with business stakeholders on how to address the labor standard education needs of businesses.

- Create awareness of labor standards/ordinances
- Cultural competence
- Engagement through non-governmental folks
- Specialized outreach to small family owned businesses
- Build one-on-one connections through meaningful engagement strategies
- Use existing business tools/infrastructure (such as ADP) to provide info
- Potential challenge: must simplify regulations/rules for new immigrant/refugee businesses and education in non-technical language.
- Barriers: “don’t know what you don’t know.”
- Need peer to peer education through community leaders
- Frequent education in a functional and practical way
- Create a Labor 101 booklet as a guide in non-government speak
- Create a webinar companion
- Create a survey for feedback loop
- “Cultures within a culture”
- Business Liaison specialized support
- Customize tech assistance for immigrant/refugee business owners
- Educate both employer and worker at the same time
- Focus on micro-enterprise instead of “small business” owners
- Provide support centered on communities of color
- Outreach and education centered on geographic diversity
- Follow-up with RFP grantees and their customers
- Provide non-profits with labor standards outreach and education
- Educate payroll companies or other vendors who work with businesses on labor standards (i.e. how to track PSST)
- Language specific technical assistance
- Door to door/boots on the street outreach
- Analyze the best way to communicate with communities of color (ethnic media, bus ads, radio, Pandora)
- Provide “quid pro quo” incentive-based resource connector for tech assistance