

**Attachment A:  
Inclusive Public Engagement Policy**

**1. Purpose and Scope**

The City of Seattle is committed to ending institutional racism and creating a city that is enriched by its diverse cultures, with civic participation by all community members. To this end, the City commits to developing and implementing outreach and public engagement processes inclusive of people of diverse races, cultures, gender identities, sexual orientations and socio-economic status. This policy is designed to increase access to information, resources and civic processes by people of color and immigrant and refugee communities through the implementation of racially and culturally inclusive outreach and public engagement processes.

**2. Key Definitions**

**2.1 Public Engagement**

Activities that intentionally enable community members to effectively engage in deliberation, dialogue and action on public issues and in the design and delivery of public services.

**2.2 Outreach**

Activities intentionally employed to make contact and potentially develop working relationships with specific individuals and/or groups for purposes including, but not restricted to, sharing information, education, or service provision

**2.3 Community members**

Residents, customers, business owners and others who live, work or otherwise engage in activities with the City of Seattle. More specific communities of interest may exist for a specific program or policy. Communities of interest may share a common geographical location, interest or attribute.

**2.4 Outreach and Public Engagement Liaisons**

City staff designated by their departments to serve as resources to conduct racially and culturally competent outreach and public engagement processes.

**2.5 Culturally and racially inclusive outreach and public engagement**

Public processes that ensure the participation of people of color, immigrant and refugee communities, and low income people in City outreach and public engagement processes.

**2.6 Cultural relevancy**

Programs, policies and/or procedures that respond to and are reflective of the needs of a person's and/or community's racial, ethnic, cultural and linguistic experiences.

**2.7 Cultural competency**

Behaviors and actions that reflect and respond effectively to the racial, ethnic, cultural and linguistic experiences of the communities involved with a particular program, policy or procedure.

**2.6 RSJI Outreach and Public Engagement Consultant Roster**

A list of RSJI outreach and public engagement consultants who have demonstrated expertise and experience in designing and implementing racially and culturally inclusive strategies for outreach and public engagement.

### **3 Policies**

The City of Seattle should make reasonable efforts to implement the following policies:

#### **3.1 Successful Outreach and Public Engagement**

The purpose of all outreach and public engagement activities will be clearly identified. Outreach and public engagement activities will provide equitable opportunities for participation. Appropriate steps will be taken to eliminate institutionalized racism and promote a multicultural perspective. Activities will be conducted in accordance with the standards listed below:

- Outreach and public engagement processes are intentionally inclusive and culturally relevant and competent.
- Community members' investment of time is respected.
- Participants are kept informed of the results of their engagement.
- Communities' cultural assets and knowledge are recognized and utilized.

Guidelines for implementation of these standards will be contained in the Department of Neighborhoods Outreach and Public Engagement Toolkit.

#### **3.2 Leadership and Coordination**

The Seattle Office for Civil Rights and the Department of Neighborhoods will provide leadership on this policy and co-lead the implementation of the Outreach and Public Engagement Work Plan.

#### **3.3 Outreach and Public Engagement Liaisons**

Each department must designate a staff person to serve as an Outreach and Public Engagement Liaison.

#### **3.4 Duties of Outreach and Public Engagement Liaisons**

Outreach and Public Engagement Liaisons will coordinate their departments' outreach and public engagement strategies, in accordance with this policy.

#### **3.5 Use of consultants for outreach and public engagement**

When departments are in need of additional outreach and public engagement resources, consultants who have demonstrated expertise and experience in designing and implementing racially and culturally inclusive strategies for outreach and public engagement will be utilized. Such consultants will be listed on an Outreach and Public Engagement consultant roster.

#### **3.6 Adherence to the City's Translation and Interpretation Policy**

All outreach and public engagement processes also will adhere to existing policies outlined in the City's Translation and Interpretation Policy.

#### **3.7 Resources**

Departments will use their own Outreach and Public Engagement Liaisons as resources; when additional outreach and public engagement resources are

needed, departments will utilize the RSJI Outreach and Public Engagement consultant roster. Departments are to seek guidance from SOCR and DON staff.

Departments are responsible for the costs associated with using consultants listed in the Outreach and Public Engagement Contractor Roster.

### 3.8 Measuring success

The Outreach and Public Engagement Liaisons will ensure implementation of these policies and will develop and implement measures to track the success of these policies, including soliciting and responding to feedback from staff, community members and consultants on effectiveness of new Outreach and Public Engagement policies and procedures.

The City will review these policies in accordance with Race and Social Justice work plans and make adjustments as appropriate.