

SEATTLE OFFICE OF LABOR STANDARDS  
BUSINESS OUTREACH AND EDUCATION FUND



## 2017-2019 Guidelines

---

### Labor Standards Business Outreach and Education Fund

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.

OLS issues this Request for Proposals (RFP) to facilitate outreach, education and compliance assistance to small businesses operating in Seattle. The RFP seeks to reach businesses not typically served by traditional outreach methods: businesses 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.

Total funds available - \$1.4 million

Contract period – 2 years, estimated to begin the first quarter of 2018 and end in the fourth quarter of 2019.

OLS encourages community-based organizations, business associations, chambers of commerce, and other relevant entities to develop partnerships to apply for these funds.

### RFP Objective

For successful implementation of Seattle’s labor standards, workers must understand their rights and businesses must fulfill their obligations. While the City of Seattle has become a national leader in establishing progressive and equitable labor standards, many small businesses struggle to comply with the laws. 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.

---

810 Third Avenue, Suite 375, Seattle, WA 98104-1627

Tel: (206) 256-5297, Fax: (206) 684-3422, TYY (206) 684-4503, website <http://www.seattle.gov/laborstandards>

An equal opportunity employer. Accommodations for people with disabilities and language interpretive services provided upon request.

- 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.

This contract process is guided by the following principles:

- Leveraging opportunities to target racial and social inequities in relation to labor standards education, and encouraging collaborative and creative approaches;
- 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 immigrants and refugees and people of color, as well as women, veterans, people with disabilities, and the LGBTQ community.
- Engaging immigrant business communities in their own language and with culturally-appropriate outreach and education.
- Engaging businesses and business owners in a manner that is sensitive to "meeting people where they are;"
- Providing 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?

### Minimum Wage Ordinance

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

#### **2018**

- Minimum wage for large employers (501 or more employees worldwide) is:
  1. \$15.45/hour, or
  2. \$15.00/hour if the employer pays toward an employee's medical benefits\*.
- Minimum Wage for small employers (500 or fewer employees worldwide) is:
  1. \$14.00/hour, or
  2. \$11.50/hour if the employer pays at least \$2.50/hour toward an employee's medical benefits\* and/or if the employee earns at least \$2.50/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 (a silver-level plan covers approximately

---

810 Third Avenue, Suite 375, Seattle, WA 98104-1627

Tel: (206) 256-5297, Fax: (206) 684-3422, TYY (206) 684-4503, website <http://www.seattle.gov/laborstandards>

An equal opportunity employer. Accommodations for people with disabilities and language interpretive services provided upon request.

70% of essential health benefits) under the federal Affordable Care Act.

### Wage Theft Ordinance

The Wage Theft Ordinance creates an administrative process and private right of action for workers to recover for wage theft. The ordinance requires employers to provide written employment information to new employees, existing employees, 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.

\*Note: Due to the passage of Washington State Initiative 1433, changes will occur to the coverage and requirements of the Paid Sick and Safe Time ordinance, effective January 1, 2018. Please look out for additional details.

### Secure Scheduling Ordinance

The Secure Scheduling Ordinance covers hourly employees at retail and food services establishments with 500+ employees worldwide (full service restaurants also must have 40+ full-service locations worldwide). The ordinance requires employers to provide a written good faith estimate of the hours an employee can expect to work; the right for employees to request input into their work schedule; 14 days advance notice of work schedules; access to hours for current employees; and additional pay for work schedule changes after the schedule is posted.

<b>Contract Process</b>	
Funds will be awarded to one or more organizations/collaborative partnerships who demonstrate the ability to leverage skills and expertise to educate businesses about Seattle's labor standards.	
October 18, 2017	OLS distributes RFP for Business Outreach and Education Fund
November 1, 2017	OLS provides a workshop for potential applicants including: <ul style="list-style-type: none"> <li>- Training on Seattle's labor standards</li> <li>- Guidelines regarding RFP deliverables</li> <li>- Reporting documents</li> <li>- Inter-organization collaboration to encourage partnerships and joint proposals</li> </ul>
November 17, 2017	Applicants submit written submissions and requests for oral presentations by 5:00 pm (see requirements below)
November 27 – December 8, 2017	Applicants provide oral presentations
December 22, 2017	Target date for announcing funding decisions
January 2018 – December, 2019	Organizations begin contract period. Organizations will be contracted for a 2-year (24 months) contract term

# Request for Proposals

---

## **A. Statement of Need and Intent**

The Seattle Office of Labor Standards (OLS) seeks proposals from business associations, chambers of commerce, community-based organizations, 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 to:

- Conduct labor standards outreach and education to one or more targeted small business communities 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.
- Conduct labor standards outreach and education to one or more targeted industries, including but not limited to construction; food services and drinking places; health care; home health care; hotel and motel; manufacturing, transportation, and warehousing; personal and repair services; retail; security, building and ground services; and social assistance, education, and childcare.
- 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 compliance assistance to businesses on specific legal requirements and business practices, and provide relevant referral resources.
- Develop business networks within industries or communities that demonstrate leadership on labor standards compliance and support ways to recognize such businesses as a key mechanism to build a culture of compliance in Seattle.

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 Appendix A for examples suggested by OLS and members of the business community.

## **B. Proposal Submission Content Requirements**

1. Provide a brief description of your organization or a collaborative partnership. 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 collaborative partnership’s experience in:

---

810 Third Avenue, Suite 375, Seattle, WA 98104-1627

Tel: (206) 256-5297, Fax: (206) 684-3422, TYY (206) 684-4503, website <http://www.seattle.gov/laborstandards>

An equal opportunity employer. Accommodations for people with disabilities and language interpretive services provided upon request.

- i) Providing outreach and education to Seattle business owners, including labor standards outreach and education;
  - ii) Providing direct compliance assistance and/or training to businesses on labor standards 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 immigrants and refugees, and people of color, as well as women, veterans, people with disabilities, and the LGBTQ community.
2. What is your overall vision for this funding, including year-one and year-two goals? How will your activities and strategies contribute to building a culture of compliance among Seattle businesses (i.e., how will your strategies spread/influence others)? What does “achieving success” for your organization/partnership look like?
  3. If your organization received funding through the 2016-2017 Business Outreach and Education Fund, what lessons did you learn and how will you apply these lessons to your strategies in the next two years?
  4. How will you measure your success? In addition to the reporting of activities conducted, what type of survey or other feedback loop will you use to learn about how businesses changed their practices to be compliant with Seattle’s labor standards as a result of your activities?
  5. Which Seattle business communities will your activities target and why have you chosen these communities?
    - a) What makes your group well suited to provide services in those business communities?
    - b) Of the business communities you have identified, what barriers exist to achieving labor standards compliance.
  6. How do the strategies you propose address these barriers?
  7. What are your ideas for developing or recognizing businesses that are leaders in labor standards implementation (those that go above-and-beyond on one or more of Seattle’s labor standards laws and recognize the benefits of doing so)?
  8. Please outline the specific outreach, education, technical assistance, and compliance strategies you will use to engage your target business community or communities, including:
    - a) Overall program design;
    - b) Type, number and size of proposed one-on-one and group contacts, trainings, or other compliance assistance activities, separated by quarter;
    - c) Anticipated number of business community members to be served, separated by quarter;

---

810 Third Avenue, Suite 375, Seattle, WA 98104-1627

Tel: (206) 256-5297, Fax: (206) 684-3422, TYY (206) 684-4503, website <http://www.seattle.gov/laborstandards>

An equal opportunity employer. Accommodations for people with disabilities and language interpretive services provided upon request.

- d) Anticipated outcomes and impact(s) of your proposal, quantitative and qualitative, at the one-year and two-year mark;
- e) Describe the specific expenses associated with your proposal, including staff costs that would be covered by contract funds.
- f) Describe the total costs and unit costs per employee with the hourly rate and/or salary.

### **C. Proposal Submission Format Requirements**

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 Darius Foster, Business Liaison at [Darius.Foster@seattle.gov](mailto:Darius.Foster@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 the previous section – *B. Proposal Submission Requirements*.

### **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. Overall strength and quality of proposal, with a demonstrated ability to impact RFP goals.
2. Demonstrates clear strategies for facilitating labor standards compliance among targeted business populations across Seattle’s diverse neighborhoods. Uses of creative, innovative, people-centered and business-centered approaches.
3. Shows methods to establish connections to the target business communities. Leverages relationships and partnerships within and across business communities and city departments to facilitate outreach, education, technical assistance, and compliance.
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.

### **E. Reporting**

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

Quantitative reporting includes:

- Number and type of workshops, training sessions, or compliance assistance activities conducted (e.g. Know Your Obligations, Train the Trainer, Train the Provider, Model Business Development, etc.) in English and one or more languages spoken by business owners in Seattle.

- 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.
- 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.

Qualitative reporting includes:

- A description and type of activities conducted and which activities were successful and less successful, and proposed solutions to challenges;
- Support and assistance needed from OLS to be more effective; and
- Stories and metrics illustrating successful compliance outcomes attained.

## F. **Deadlines and Terms**

Proposals must be received or postmarked by November 17, 2017 at 5:00 pm.

Applicants may submit proposals electronically as an attachment, include the following in the subject line: 2018-19 BOEF Proposal to OLS at [Darius.Foster@seattle.gov](mailto:Darius.Foster@seattle.gov).

Applicants also may deliver proposals in person or send via mail to Darius Foster, Seattle Office of Labor Standards, 810 3rd Avenue Suite 375, Seattle, WA 98104.

**Oral Presentations:** OLS strongly encourages oral presentations and will accept requests for oral presentations until November 17, 2017. Requests should include a paragraph describing the proposal and brief work plan indicating a quarterly timeline, staff requirements and budget. Applicants requesting an oral presentation will be scheduled the week of November 27, 2017 through December 8, 2017 for a 30-minute meeting (20 minutes for presentation and 10 minutes for questions).

**Application Assistance:** Please contact Darius Foster, Business Liaison at [Darius.Foster@seattle.gov](mailto:Darius.Foster@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), Wage Theft (SMC 14.20), and Secure Scheduling (SMC 14.22) 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:** 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 #2:** 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 #3:** Develop basic and language-specific information accessible by mobile device for business to quickly verify or learn about their labor standards obligations.
- D. Example #4:** Create training videos; create on-line, interactive training games and/or programs.

### **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.

---

810 Third Avenue, Suite 375, Seattle, WA 98104-1627

Tel: (206) 256-5297, Fax: (206) 684-3422, TYY (206) 684-4503, website <http://www.seattle.gov/laborstandards>

An equal opportunity employer. Accommodations for people with disabilities and language interpretive services provided upon request.

**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 #4:** Conduct trainings and technical assistance for payroll providers, accountants, and bookkeepers on Seattle's labor standards.
- E. Example #5:** 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.**

- B. 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.
- C. 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).