City of Seattle
Racial Equity Toolkit (RET) Summary Sheet: Cover Sheet and Questions

Please fill in below to identify the RET completed:

Department/Office: OSE
Name of policy, program, etc. analyzed: Sponsorship
Names and titles of key staff that led this RET process: Jeanie Boawn, Michelle Caulfield
Dates of RET process (e.g., 8/2015 – 10/2015)**:** 9/2017-11/2017

> This Summary Sheet should be completed by those who worked on this RET with input from Change Team members and department leadership. Representatives from these different groups should review the final version so that there is consensus on content before it is shared with the Mayor's Office. Please fill out a separate Summary Sheet for each of the 4 required RETs that your department named in your director's Performance Plan with the Mayor.
>
> For questions about using this Summary Sheet, please contact your OCR RSJI Liaison.

Please respond to the following questions on a separate document (<u>no more than two pages</u>). Please include this page as the cover sheet along with your response.

1. List the racial equity outcome(s) that you set in Step 1 of the RET process. *(Max 300 characters)*

OSE partners with City departments, the community and external stakeholders to move our city toward a sustainable, equitable, and carbon neutral future. While the City has made great strides, and is a green leader, we face the same challenges as the broader US environmental movement: it is primarily white, upper-income communities that shape and benefit from environmental policies, approaches, and outcomes. In 2015, OSE launched the [Equity & Environment Initiative](#) (EEI) to deepen our commitment to advancing racial equity and environmental justice. The EEI [Agenda](#)'s goals and strategies serve as a roadmap for all sectors to work together to advance environmental justice in Seattle. One aspect of this work is to broaden and deepen OSE's partnership and support of communities of color, refugees, people with low incomes and limited-English proficiency individuals.

The goal of this RET is to explore how OSE sponsorship activities connect to and advance environmental justice goals. While OSE is a small office with a limited budget for sponsorship, intentional decisions about which organizations to sponsor – and how we engage with organizations we do sponsor -- offer opportunities to support community-led solutions and actions, a key tenant of the Agenda.

There are two racial equity outcomes from the Equity & Environment Agenda directly relevant to this racial equity assessment of discretionary sponsorship and membership investments:
1. **Jobs, Local Economies & Youth Pathways**, specifically policies and programs that invest in EEI populations, create pathways for people of color to lead, and create opportunities for young people to participate in environmental programs.
2. **Environmental Narrative & Community Leadership**, specifically to support the growth and capacity of a stronger ecosystem of environmental access, accountability and leadership through collaboration between organizations. To amplify support of community-based environmental justice solutions.

2. Which stakeholders (groups and/or key individuals) did you engage in this RET? In what ways did you engage them? *(Max 600 characters)*

We reviewed data on previous and current years' spending and used that to develop our list of stakeholders and questions.

Sponsorships*

Organization	Amt. 2015	Amt. 2016	Amt. 2017
Office budget			
Climate Solutions	1000	1000	1000
Puget Sound Sage	1150	1000	1000
WA Environmental Council	1250		1500
Sustainable Seattle			1000
Program budgets			
FEEST - Food Empowerment & Education	1000		
Got Green			1040
Plant Amnesty	2400	3000	3000
Puget Sound Sage			150
Seattle 2030 District		1000	300
Somali Health Board		200	
Sustainable Seattle			157.65
White Center Comm. Development	400		
OneAmerica			400
Total	**7200**	**6200**	**9547.65**

* Summit data with account codes typically used for sponsorship expenditures. However, the same account code is used for other expenditures, so can be hard to parse.

The RET team engaged a variety of OSE staff, some of whom regularly make investments in the work of specific partnership organizations and stakeholders, some who have expressed an interest in this issue, and some of OSE's newer staff members. We also checked with one executive department of similar-size to see if/how they track their sponsorships of organizations.

Identified OSE staff include:

Interviewee	Interviewer
Jessica Finn Coven (OSE, Climate)	Michelle
Sudha Nandagopal (EEI)	Michelle
Sandra Pinto de Bader (UF)	Jeanie
Sharon Lerman (Food)	Michelle

Robyn Kumar (Fresh Bucks)	Jeanie
Alberto Rodriquez (Duwamish Valley)	Michelle
Sara Wysocki (Communications)	Michelle
Amanda Allen, OED	Jeanie

Draft questions:
1. What outcomes or benefits are important to you from OSE's sponsorship activities (i.e. why do it)?
2. Are you aware of the organizations/events that OSE sponsors? Which ones?
3. Do you typically dedicate OSE funds to support partner organizations?
   If NO, why not?
   If YES:
   a. How much, typically?
   b. What are your main sponsorship objectives?
   c. What criteria do you use (if any) to make sponsorship decisions?
   d. Do you typically involve anyone else in the decision (why, why not)?
   e. Do you typically share sponsorship information and related engagement opportunities with OSE staff and partners?
4. Do you have ideas for how OSE's could advance racial justice through sponsorship activities?
5. Is there anyone else we should talk to?

Significant findings from these conversations included:
- Staff indicated **mixed awareness** of OSE's sponsorship and membership activities and opportunities. Most folks were aware of Got Green, Sage, Climate Solutions, and WEC/WCV.
- Staff noted a **range of objectives for sponsorship** including: invest in community capacity building, offer low-barrier financial support to community-based organizations, advance OSE's work and brand, facilitate staff/community connections/relationship building.
- Important sponsorship criteria included: **community-led efforts to advance environmental goals, organizations that touch multiple programs, events where OSE/City representation is critical and expected, opportunities to deepen partnership, and targeted relationship building.**
- Several staff highlighted challenges with OSE staff turnout at sponsored events.
- Some staff expressed tensions with sponsorship – especially at the program level -- due to the discretionary nature of sponsorship investments and the number of organizations we could sponsor but can't with the available funds.

Key opportunities identified included: take officewide view of sponsorship (general and program-specific); include racial equity criteria; communicate sponsorship objectives, criteria, and opportunities with staff; be intentional about relationship building expectations; set expectations for historically white-led organizations we sponsor; and connect with other departments to align/augment support of POC-led organizations; consider other kinds of sponsorship activities (sponsoring individuals on panels, at conferences, etc.).

3. Please describe up to five key benefits and/or burdens for people of color of this policy, program, project, or other decision, which the RET process helped you to identify or confirm. *(Max 300 characters each)*

Sponsorship is one way to invest in and connect with community-led efforts and the work of POC-led organizations. Some benefits and burdens include:

BENEFITS	BURDENS
Elevate community work with a formal acknowledgement from the City.	Some organizations don't have annual events.
Create awareness and alignment inside government about the community led-efforts and solutions.	Without intentional focus on relationship- and partnership-building, may not be of great benefit to the organization.
Help position the organization and/or initiative to leverage additional funds (help provide legitimacy).	Organization may not have capacity to handle deeper engagement with City, need to manage City expectations
Provide opportunities for POC to get to know City staff at its events or gatherings and seed opportunities to create increased access.	
Provide low-barrier way for POC orgs to receive funding and support.	Sponsorship dollars are limited. They may be other ways to do this more effectively (WMBE, partnership contracts, internships or apprenticeships, grantmaking, etc.).

4. Please describe up to five key actions – things that you will do differently or begin to do now – of this policy, program, project, or other decision, which will increase opportunity and/or minimize harm for people of color. *(Max 300 characters each)*

1. Create a calendar of planned and potential sponsorship events (Director).
2. Apply a racial equity lens to help prioritize funding and OSE participation (EEI Manager and Coordination Team).
3. Communicate sponsorship objectives and opportunities with staff. Emphasize capacity- and relationship-building aspects and get the word out early on events. (Communications Manager, Supervisors)
4. Track and report sponsorship activities and staff attendance. (Office Manager)
5. Explore how sponsorship fits into our larger environmental justice and racial equity work such as WMBE goals, community contracts, EEI activities, grant funding, other. (Deputy Director/Office Manager).

In addition, the team discussed several other ideas for future considerations including: explore volunteer opportunities as ways to build capacity and develop relationships; set officewide expectations about participating in sponsorship and community events; utilize CMS/CRM system to track racial equity partnerships, sponsorship, and other activities; ask historically white-led organization that we sponsor to communicate or develop racial equity intentions; explore ways to amplify and promote the event and stories of the organizations through our communications.

5. How will leadership ensure implementation of the actions described in question 4? *(Max 800 characters)*

- Since there were several staff we surveyed who weren't aware of the office's sponsorship investments, we have already been working to elevate this topic at staff meetings.
- Coordination Team will discuss sponsorship opportunities with a racial justice lens in Q1 2018 and as needed.

- Set up a tracking system of events, partnerships, contacts, etc. The tracking system will be monitored by Communications and EEI Manager to leverage opportunities to amplify events and/or messaging of POC organizations.

6. How have/will you report back to your stakeholders? (This includes the people who were directly engaged in this RET process, those who will be affected by decisions made, and other departments or divisions impacted by the RET findings and the actions described in question 4.) *(Max 800 characters)*

We updated the entire OSE staff on this analysis and recommendations, and are already implementing the new systems for evaluating 2018 investments and tracking our participation in community events.

Staff agree that it's a priority to also evaluate other ways we can invest in POC organizations and we will have further discussions at Coordination Team on how to do this (Coordination Team notes are shared office-wide and available on our SharePoint site).

Data on current and previous expenditures will be available on our internal SharePoint site.

7. What additional racial equity issues did this RET reveal? Consider how these unresolved issues present opportunities for structural transformation (i.e. working across departments, and with other institutions and sectors to achieve racial equity). *(Max 800 characters)*

The scope of this analysis was limited and does not represent a high dollar amount, which is what led us to think about additional ways we might support organizations, particularly those with limited capacity (who may not host an event, etc.). We also want to do more to stress the importance of relationship- and capacity-building as an investment.

We also did not address other areas of investment, such as WMBE spending or consultant contracts with organizations that support our community engagement efforts. These areas would be worth further analysis to learn how we can reduce barriers/burdens and make better investments with our discretionary budget.