

Social Equity Staff team – Initial Review

Members:

Sara Belz, Department of Neighborhoods

Cassandra de Costa, Seattle Department of Human Resources – Labor Relations Unit

Tamar Zere, Office for Civil Rights

Karl Stickel, Office of Economic Development

Mary Wideman-Williams, Seattle Center

Oak View Group:

F. Provide Project construction and Arena operations in a manner that is equitable for workers and consistent with the City's Race and Social Justice Initiative.

OVG commits to meet the social equity terms as identified in the RFP. These commitments reflect a willingness to comply with state/City rules but are general beyond that baseline. OVG's plan to advance race and social justice was pledged during their presentation, but the proposal was unclear and would need to be discussed further to better understand that commitment. Given the newness of the organization, they seem to lack the organizational infrastructure to ensure robust workforce development and alignment with principles.

Strengths:

- Commitment to encourage WMBE (referred to in proposal as MBE/DBE) participation in Arena redevelopment, and meet local/state standards. Will partner with Tabor 100 and other agencies to develop an Inclusion Plan with specific strategies for setting and exceeding utilization goals.
- Pledge to invest \$20 million in local nonprofit organizations; specific selection of YouthCare to receive \$10 million of available funding to serve youth experiencing homelessness.
- Staffing plan commits to retain existing team members and to partner with local labor organizations to make jobs available and accessible to all.
- Plans to create a Local Advisory Council to assist with ongoing community relations.
- Will hire a full-time Community Liaison who will run day-to-day outreach activities and minimize barriers to hiring for WMBEs and underrepresented communities.
- Proposes specific aids and services in response to ADA Title I and II requirements, and a commitment to train staff on how to comply with ADA recommendations.
- Commits to partner with community based organizations to create apprenticeship opportunities, as well as job shadowing and mentoring programs.

Weaknesses:

- Beyond partnership with YouthCare, it is unclear how other agencies and/or communities might benefit from Oak View's financial contribution or community engagement plans. It is also not clear what (if any) equitable process was used to identify and select this specific agency as a beneficiary.
- Proposed takeover of all Seattle Center garages without any mention of staff transition plan or worker retention.

- Proposal removes the Skate Park without a suggested new location on the Seattle Center campus. While OVG commits to fund a location elsewhere, and collaborate with the City and stakeholders to determine new placement, this could eliminate a popular amenity for youth on the campus.
- The future staffing model and operating structure are unclear beyond the management level. Current KeyArena staffing model relies on a contingent workforce of intermittent ushers and laborers. The proposal doesn't speak to plans for how this work will be done in the future structure. May lead to unintended workforce equity issues in this demographic of the City's job market.
- Community outreach is narrowly focused on immediate neighborhood; only general consideration for community engagement in all City districts/neighborhoods without many specific strategies offered.
- Lacked depth on plans for labor peace and community benefit agreements; vague references to partnering with labor unions.
- Lacked detail on how existing KeyArena employees (particularly event support staff) would be accommodated under this new plan and how they would work with labor unions on worker retention.

Seattle Partners:

F. Provide Project construction and Arena operations in a manner that is equitable for workers and consistent with the City's Race and Social Justice Initiative.

AEG brings a broad and deep organizational infrastructure to the project, with an existing Global Diversity and Inclusion Department and a diversity policy in place. Their AEG 1Source and AEG 1Force programs are designed to guide diversity supplier initiatives and workforce/cultural diversity. Similarly, AEG 1EARTH sustainability program demonstrates a commitment to environmental stewardship. However, proposal lacked specificity about how these elements align with the City's RSJI principles and would advance social equity in Seattle.

Strengths:

- Organizational capacity for workforce development with potential global brand support and resources.
- Existing partnership with Seattle Center and experience with KeyArena Operations; including work with Bumbershoot. Familiar with coordination of programs and activities with Seattle Center and resident organizations.
- Strong local partnerships with, and support from, several community based organizations and firms. Their proposal highlights specific relationships with Nyhus Communications, GSBA, the Urban League of Metropolitan Seattle and the Uptown Alliance.
- Proposal creates new position of Director of Community Engagement to foster collaboration with Uptown neighborhood.
- Proposed creation of a Coliseum Advisory Council facilitated by the Seattle Center Foundation to develop a shared vision for Seattle Center that the Arena would support.
- Proposal establishes a methodology for developing a transition employment strategy.

Weaknesses:

- Lots of references to workforce and cultural diversity and inclusion, with the only specific examples being general recruitment strategies and celebrating various diversity themes via a multicultural calendar. Would like to have seen more about how workforce equity in ongoing facility operation is envisioned.
- Unclear what the company's "diversity policy" is and how that furthers racial equity and social justice within the workplace.
- AEG unable to articulate (in either the proposal or presentations) a clear understanding of racial equity and how that relates to their operations or community engagement.
- Passive mention of labor peace agreements and no specific commitments to prevailing wage or Priority Hire.
- While a methodology for an employment transition plan exists, it is unclear what the staffing model is and how existing workers will be accommodated.