



**Seattle**  
**Neighborhoods**

# **Advancing Equitable Outreach and Engagement**

## **WORK PLAN & DELIVERABLES**

*Updated July 7, 2017*

The Mayor's 2017-2018 Budget includes legislation that addresses equitable outreach and engagement and outlines a new citywide framework for community involvement to be led by the Department of Neighborhoods (DON).

In response, the Seattle Department of Neighborhoods has created this work plan which identifies and develops strategies for implementing a suite of initiatives and tools designed to make it easier for individuals and community groups to participate in the civic life of our city. This work plan was crafted in partnership with other City departments and informed by responses to DON's ongoing Engage Seattle survey efforts.

Focus Area	Deliverable	Description	Audience	Estimated Timeline / Current Status
<b>Citywide Coordination</b>	Resolution 31718	<p>Elements of Resolution 31718:</p> <ul style="list-style-type: none"> <li>Establishes citywide community involvement principles;</li> <li>Directs the Department of Neighborhoods (DON) to lead City departments in the development of community involvement plans and submit a progress report to the Mayor and City Council by December 31, 2017;</li> <li>Directs the Office for Civil Rights (OCR) to assist City departments with the development of community outreach and engagement efforts that advance racial equity, including the submittal of a proposed citywide framework to the City Council by June 30, 2017;</li> <li>Directs the Office of Immigrant and Refugee Affairs to develop an updated, citywide language access strategy and submit its proposal to the City Council by June 30, 2017; and</li> <li>Supersedes previous resolutions that provided dedicated City staff support and decision-making authority to District Councils and the City Neighborhood Council.</li> </ul>	Mayor's Office, City Council, City Departments	<p><b>COMPLETED ✓</b></p> <p>Adopted by City Council (9-0) in November 2016 as part of the 2017-2018 budget process.</p>
	Ordinance 125192	<p>Elements of Ordinance 125192:</p> <ul style="list-style-type: none"> <li>Establishes a Community Involvement Commission; and</li> <li>Updates sections of the DON chapter in the Seattle Municipal Code (SMC 3.35) to better reflect the department's current policies and practices as well as those advanced in Executive Order 2016-06 and Resolution 31718 regarding the provision of dedicated City staff support for District Councils and the City Neighborhood Council.</li> </ul>	Mayor's Office, City Council, DON	<p><b>COMPLETED ✓</b></p> <p>Passed by City Council (9-0) in November 2016 as part of the 2017-2018 budget process.</p>
	Strategic Partnerships – Outreach Coordination and Consulting	<p>DON, with assistance from OCR, will coordinate City-wide outreach and engagement efforts, consulting on:</p> <ul style="list-style-type: none"> <li>The development of departmental community involvement plans;</li> <li>Project timelines and community notifications;</li> <li>Outreach methods;</li> <li>Communications and messaging strategies, including social and ethnic media;</li> <li>Stakeholder engagement; and</li> <li>Outreach to and engagement of historically underserved communities.</li> </ul>	City Departments	<p><b>IN PROGRESS</b></p> <p>Report on City departments' progress toward developing community involvement plans due to the Mayor and City Council by December 31, 2017.</p>

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	Racial Equity Implementation Framework	OCR will develop a citywide framework that that assists City staff in understanding and addressing the impacts of institutional practices on racial equity. Specific topics the framework will address include the positive role of anti-racist community organizing and leadership in furthering the goals of the City's Race and Social Justice Initiative as well as how to equitably share information, resources and decision-making with community members.	Mayor's Office, City Council, City Departments	<b>COMPLETED</b> ✓  Proposed framework submitted to the City Council in June 2017.
	Language Access Strategy	OIRA will update the City's decade-old language access strategy and develop a new plan for citywide implementation that establishes thresholds for identifying populations in needs, articulates how departments should provide language services on a project-by-project basis, and clarifies departmental resources for implementation (e.g., staff roles, funding responsibilities).	Mayor's Office, City Council, City Departments	<b>IN PROGRESS</b>  Proposed framework submitted to the City Council in June 2017. Related Executive Order forthcoming from the Mayor's Office in Q3 2017.
<b>Technology</b>	Digital Engagement Plan	DON and Seattle IT will deliver a digital engagement plan that will serve as a roadmap for how the City can engage with communities in new and adaptive ways, which could include: <ul style="list-style-type: none"> <li>• Developing internal tools and processes to support information sharing, sentiment analysis and situational awareness of community outreach and engagement efforts;</li> <li>• Improving existing tools that facilitate information dissemination by the City; and</li> <li>• Identifying new digital engagement platforms that facilitate real-time, interactive discussions and feedback opportunities, such as texting, to support City initiatives and projects.</li> </ul> <p>As part of this, Seattle IT and DON are identifying short-term and long-term tools, solutions and processes to implement. In advance of the March 1, 2017 report to the Mayor, DON and Seattle IT plan to launch a community organization directory and associated maps.</p>	Mayor's Office	<b>IN PROGRESS</b>  DON staff currently finalizing plan with Mayor's Office, CBO and OPI.

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	Social Media Policy	DON and Seattle IT collaborated to develop a new citywide social media policy that includes guidance on equitable use, account management and retention, archiving, performance management and best practice sharing. As part of the digital engagement plan, Seattle IT and DON will integrate implementation strategies for the social media policy into that plan.	Mayor's Office, City Departments	<b>IN PROGRESS</b>  Draft policy reviewed by the Mayor's Executive Team in August 2016. Implementation plan is incorporated into draft Digital Engagement Plan.
	How-Tos – Online and Technical Assistance Workshops; Training and Leadership Development Toolkits	DON will provide assistance to community groups, including District Councils, that focus on organizational development and sustainability. Based on the conversations we've had and the feedback collected through our survey (3,600+ surveys completed!), DON is developing a series of online training videos focusing on specific topics and tasks including How To Apply for Grants, How to Lead a Meeting and How to Build Community. Videos, info-graphics and brochures will also focus on developing community knowledge bases on topics such as Land Use 101 or explaining terms like floor area ratio. \$30,000 in funding was included in Q3 2016 supplemental budget.	Public	<b>IN PROGRESS</b>  Ongoing through 2017. Research, planning, and creation of videos on the Neighborhood Matching Fund, How to Make an Effective 9-1-1 Call, and Accessing Government are in the works. DON staff are also working with Facebook representatives to coordinate a seminar or resource on how to engage community with social media. DON staff are also reviewing format options and content opportunities for a resource on equitable engagement.
<b>Outreach Coordination Tools</b>	Contact Management/ CRM	Consolidated contact management system to enable DON to do targeted outreach via email – including bulk emails to communities – and track correspondence. Additionally, interest tracking and tagging will allow DON the ability to create targeted lists for things like neighborhood-specific project impacts or to identify individuals to fill specific board and commission vacancies.	DON	<b>IN PROGRESS</b>  Final project delivery expected to occur by the end of Q3 2017.
	Outreach and Engagement Project Tracking and Coordination	Centralized intake and review of outreach and engagement efforts across City departments, allowing DON to staff, consult and advise departments. Projects are tracked through a centralized outreach calendar to visualize community meetings, City meetings, board and commission meetings, and other outreach events to reduce overlap in audience, focus or topic <u>and</u> identify areas to leverage existing meetings.	City Departments	<b>IN PROGRESS</b>  Intake form and process launched; centralized calendar developed and managed by DON. DON staff continue to work with Seattle IT to digitize and make more of the intake process available online.

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	Centralized Community Resource Hub	Cyber portal where resources to educate and empower communities will be housed. Topics will include graffiti paint-out, adopt-a-street, block captains, Night Out, Find It Fix It walks, volunteer opportunities, report outages, etc. The website will also provide links to all active City surveys, offer current information on City grant programs, and include resources page for new residents and individuals seeking local volunteer opportunities.	City Departments, Public	<b>IN PROGRESS</b>  Continual rollouts ongoing through 2017.
<b>Community Involvement Commission (CIC)</b>	New Commission	Establish a CIC to advise and make recommendations to the Mayor and City Council on the development of plans, policies, regulations, strategies and community grant funding processes that advance equitable public engagement and civic participation in the City of Seattle. The CIC will be staffed by DON and comprised of 16 members – seven appointed by the Mayor (including one Get Engaged member), seven appointed by the City Council (one from each City Council district) and two appointed by the CIC.	Mayor’s Office, City Council, DON, Public	<b>COMPLETED ✓</b>  CIC established in November 2016 via passage of Ordinance 125192; initial slate of 13 Mayor- and City Council-appointed members confirmed by the City Council in May and June 2017. Get Engaged and CIC-appointed members to be selected later in 2017 via separate, independent processes.
<b>Community Grants</b>	Centralized Grants Management System – Grant Hub	Design and deploy one common grant application and management platform for community-facing programs in DON, OED, SDOT, Parks and other departments.	City Departments, Public	<b>IN PROGRESS</b>  Project underway; Seattle IT, DON, and other departments working to determine requirements for new system. System launch expected by January 1, 2018.
	Universal City-wide Common Application Form	Streamline community grant application processes by creating a standardized application form that is common to all City programs. This will be coupled with a centralized application and management system.	City Departments, Public	<b>IN PROGRESS</b>  Issue will be addressed through the Grants Management System project described above.

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	Neighborhood Parks and Street Fund: Process Redesign	Pending final budget approval, the Neighborhood Parks and Street Fund will utilize the Participatory Budgeting process model of outreach, project proposal and community prioritization in 2017. DON will work with SDOT and Parks to redesign the existing process that allocates funding by Neighborhood District Council to instead allocate by City Council district. The CIC may be involved in the implementation of the new process, advise on outreach, timeline and community participation, and provide feedback at the end of the first year on future program changes.	Public	<b>COMPLETED ✓</b>  Your Voice, Your Choice: Parks & Streets launched in January 2017.
	Reimbursable Grants	Identify share of DON grants that can be paid in advance, contrary to current reimbursable-only policy. DON has previously discussed with the Law Department changes to state law that will allow the City to front a certain amount of funding per contract to provide seed funding for smaller, grass roots organizations.	Public	<b>COMPLETED ✓</b>  New contract language for start-up grant funding developed in partnership with the Law Department. Implementation currently underway as part of the 2017 Duwamish River Opportunity Fund grant program.
<b>Staff Positions</b>	Neighborhood District Coordinators (NDC)	DON is working closely with the Seattle Department of Human Resources (SDHR) and Local 17 to examine the NDC role, identify needed bodies of work, update the current job description to align with business needs, and begin staff transitions.	DON, SDHR	<b>COMPLETED ✓</b>  Transition of existing staff occurred in March 2017.
<b>Other</b>		Additional deliverables may include strategy development relating to ethnic media, notification processes and remote accessibility for City-operated meeting spaces.	Public	Ongoing through 2017.