Please fill in below to identify the RET completed:

City of Seattle

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

Department/Office: Office of Sustainability and Environment (OSE)
Name of policy, program, etc. analyzed: OSE Communications
Names and titles of key staff that led this RET process: Sara Wysocki, Communications Manager and Kristin Brown, Climate Advisor
Dates of RET process (e.g., 8/2015 – 10/2015)**:** 8/2019 – 11/2019 (next phases of the project will be ongoing into 2020)

> 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.
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> 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. Describe the project, program, policy, or budgetary decision that you assessed during the Racial Equity Toolkit.
The Office of Sustainability and Environment is reviewing how we talk and engage residents around pressing climate issues. Our top priority is to ensure our messages and overall communications strategy is grounded in equity and does not propagate systemic racism in government. We have cut this process into three phases, starting first with setting our own internal mission, vision, and values. From there, we will develop an overarching communications strategy which serves as a fluid, overall guide for how we communicate. Then, we will develop a communications plan for 2020 that is tied to key programmatic activities and milestones throughout the year. At each step of this process we are working with our RET team and applying the toolkit to ensure equity remains front and center.

2. List the racial equity outcome(s) that you set in Step 1 of the RET process. *(Max 300 characters)*
Our primary outcome is that OSE's messaging and communications strategy build trust, accountability, and partnership with communities of color to generate support and enthusiasm for bold climate and environmental justice programs and policies.

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 assembled an internal RET team, as our first phase of the project is purely internal. We also met with communications representatives from SDOT, which had recently undergone a similar project to establish Mission, Vision, and Values. Once we received guidance from our RET team and SDOT conversations, we wrote a first draft that was then shared with the entire OSE team. Staff were given an opportunity to

provide feedback via an online survey, and we hosted a "lunch and learn" meeting to review the feedback and gain consensus on the content. We revised the Mission, Vision, Values document based on this feedback, and brought a revised version to our regular Coordination Team meetings. At that meeting, we incorporated another round of feedback before getting final approval from Director Finn Coven. As we move into Phase II and III we plan to engage external stakeholders.

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)*

In the lead up to drafting our Mission, Vision, and Values, we first examined our current communication channels and content, and realized we may not be reaching some of our priority populations who are most bearing the brunt of climate change and systemic inequities. Key benefits of a revamped communications strategy would include that people of color feel represented in our communications and feel that our policies and programs are designed in a way that carefully considers and prioritizes their needs in the context of environmental injustice and historical racism. Additionally, people of color will have greater access to City initiatives and ability to co-create as we will do a better job communicating opportunities for engagement and use a broader array of communications channels to reach these populations. Finally, we hope that with OSE staff using our new Mission, Vision, and Values, which are grounded in equity, that all subsequent internal and external communications will also be grounded in equity.

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)*

Phase II (Q1 2020) involves establishing an overall communications strategy for OSE that will be grounded in equity. This will include strategies like leading with race in our communications, centering the stories and voices of communities of color in our communications, and seeking to use more in-language communications and reach audiences through different channels beyond Facebook and Twitter. Phase III will include concrete tactics to center racial equity in our upcoming policies and programs such that as we consider how we communicate about city initiatives, both internally and externally, we will think about the impact on people of color and whether our approach is truly building trust and partnership.

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

Leadership will help operationalize the tasks and next steps in our projects so that this work lives on and does not become something like a box to check before moving on. Leadership often has approval power or gives direction to staff as to how we communicate our work, therefore we will need help ensuring the strategies identified in this project are taken seriously and incorporated.

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 have been intentional about providing space for staff to provide input and give feedback on the products we create and about the overall process. We will use staff and Coordination Team meetings to provide updates to staff.

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)*

One equity issue revealed is that we do not have much data to determine if we are reaching our intended audiences. Through our social media channels, we can see how many people were reached, but we can't identify who those individuals are. We will need to identify other strategies to measure success of our communications. There are also opportunities for structural transformation in how we frame our communications. For example, rather than leading with city voices about city efforts, we can feature community voices and stories about how our policies and initiatives are working or not working. By establishing equity as a core OSE value, we also hope to bring structural transformation in our workings with other departments, so that equity remains a priority across all the work.