

RACE & EQUITY  
PLAN –  
COMMUNICATIONS



# OUTLINE

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1. Plan areas of focus/goals
2. Co-design process
3. Smart objectives/Action Items
4. Additional updates
5. Next Steps



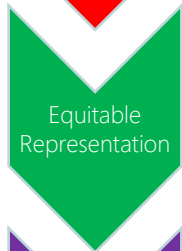
# AREAS OF FOCUS & PLAN GOALS



- The City of Kent is committed to building an inclusive and well-informed community, by working to improve communication about city services in a manner that is culturally relevant and equitable.



- The City of Kent is committed to providing culturally relevant services and information in multiple languages.



- The City of Kent recruits and retains a talented workforce that is increasingly reflective of the community we serve, across all positions, from frontline staff, advisory boards and commissions, to executive leadership.



- The City of Kent will provide anti-racist and culturally relevant training, along with other topics that foster constructive communication and cross-cultural understanding for city representatives and the broader community.

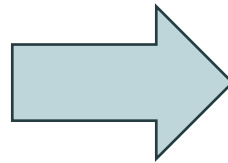


- The City of Kent engages in relationship building through ongoing dialogue, outreach and inclusion, centering racial equity in our approach.



# MEETING SCHEDULE

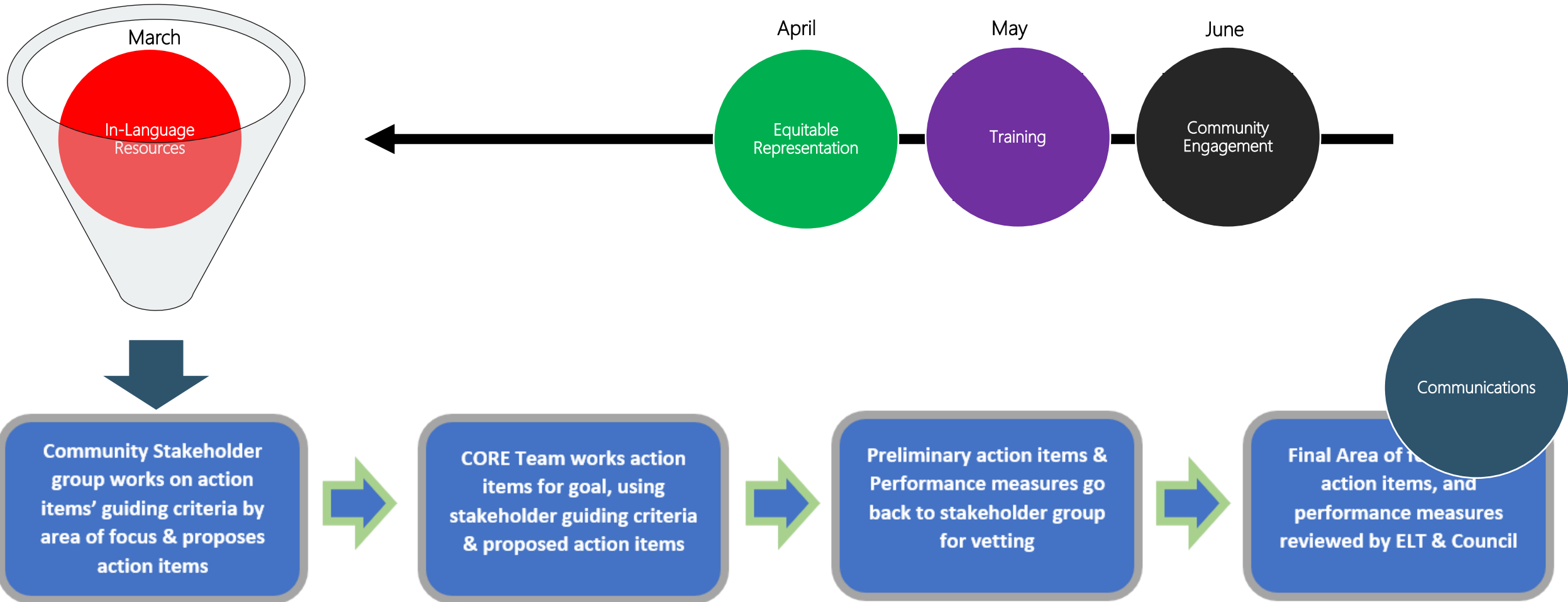
Updating council by area of focus after action items & performance measures finalized



<p><b>January 2022</b>  <b>Stakeholder on-boarding</b>            Meeting date: January 19            Core team: Not meeting</p>	<p><b>February 2022</b>            Area of focus – <b>Communications</b>            Meeting dates – February 2, February 16            Core team mtg – February 9            ELT update – February 28            Council Update – March 1</p>
<p><b>March 2022</b>            Area of focus – <b>In-language Resources/Services</b>            Meeting dates – March 2, March 16            Core team mtg – March 9            ELT update – April 4            Council Update – April 5</p>	<p><b>April 2022</b>            Area of focus – <b>Equitable Representation</b>            Meeting dates – April 6, April 18            Core team mtg – April 13            ELT update – May 2            Council Update – May 3</p>
<p><b>May 2022</b>            Area of focus – <b>Training</b>            Meeting dates – May 4, May 18            Core team mtg – May 11            ELT update – June 6            Council Update – June 7</p>	<p><b>June 2022</b>            Area of focus – <b>Community Engagement</b>            Meeting dates – June 1, June 15            Core team mtg – June 8            ELT update – Jul 11            Council Update – July 19</p>
<p><b>July 2022</b>  <b>Stakeholder vetting of plan</b>            Meeting date: July 13<sup>th</sup></p>	



# CO-DESIGN PROCESS



Key Theme	Actionable steps
<p>More in-person meeting opportunities that are held in locations and times that are accessible to community</p>	<ul style="list-style-type: none"> <li>• Partner with CBOs, religious institutions for in-person community meetings</li> <li>• Provide childcare resources for parents to attend</li> <li>• Provide transportation to meetings</li> <li>• Partner with community to provide interpretation during meetings</li> <li>• Purchase interpretation equipment</li> <li>• Having leadership be more engaged by meeting with community on a consistent basis</li> <li>• Kent 101 – BIPOC</li> <li>• Neighborhood Bloc Party/Resource fairs</li> </ul>
<p>Messaging on social-media should be more culturally relevant.</p>	<ul style="list-style-type: none"> <li>• Highlighting events around the community</li> <li>• Post in different languages</li> <li>• Highlight community members (People of Kent)</li> <li>• Boost important messages to reach audiences</li> <li>• Emergency network promoters (King County)</li> <li>• One day course for interpretation (Kent SD)</li> <li>• Have the CCB serve as quality assurance for translations</li> </ul>
<p>Use different forms of communication, flyers, posters – Outreach at local BIPOC owned shops</p>	<ul style="list-style-type: none"> <li>• Using more in-language videos to share information(QR codes)</li> <li>• More outreach to local BIPOC owned businesses</li> <li>• Partner with local radio stations to provide information</li> <li>• Create a City of Kent radio station</li> <li>• Create a City of Kent podcast</li> <li>• Create an app for communications with residents</li> <li>• Create a community calendar for all CBOs to add events</li> </ul>



Key Theme	Actionable steps
Translate important information into top languages.	<ul style="list-style-type: none"> <li>• Translate critical documents into top 5 languages</li> <li>• Translate critical information when posting on social media into top 10 languages</li> </ul>
Prioritize relationship building	<ul style="list-style-type: none"> <li>• Have more leadership attend community events, community forums</li> <li>• Include a city communications component to KCDIG</li> <li>• Have communications coordinators attend KCDIG &amp; Other community networking meetings</li> </ul>
Hire more staff who can speak other languages	<ul style="list-style-type: none"> <li>• Create incentive pay program (employees) to recruit more languages to serve our community</li> <li>• Work with non-profits to hire from community</li> </ul>
Invest in cultural navigators to help make connections and share information	<ul style="list-style-type: none"> <li>• Create a pilot program that connects residents with City of Kent “Navigators”</li> <li>• Having Youth navigators</li> </ul>



# ACTION ITEMS

Area of focus: Communication					
Goal: The City of Kent is committed to building an inclusive and well-informed community, by working to improve communication about city services in a manner that is culturally relevant and equitable.					
Community Indicator(s)	Outcomes and Actions	Timeline	Accountability	Performance Measure	Progress report
<p>Number of BIPOC residents attending events increases. <b>(Quant)</b></p> <p>Further relations established with BIPOC serving organizations at the leadership level <b>(Qual)</b></p>	Mayor - Quartely consulation in partnership with BIPOC serving organizations in Kent		Mayor's office, PD, REDI Office	Number of events held in partnership with local resident serving organizations	
More requests for interpretation are received from residents <b>(Quant)</b>	Purchase interpretation equipment – to be available during community meetings, city council meetings		Mayor's office, Clerks Office, All deparments	Number of times equipment is used	
<p>Full cohort graduates every year <b>(Quant)</b></p> <p>Waitlist for future cohorts increases <b>(Quant)</b></p>	Kent 101 – Spanish pilot		Mayor's office, all departments	<p>Number of graduates</p> <p>Number of cohorts completing the program</p>	
<p>Increased request to highlight community members <b>(Quant)</b></p> <p>Improved relationships with BIPOC serving CBOs <b>(Qual)</b></p>	People of Kent – Highlight more community members on our social media		REDI office, Communications	Number of BIPOC community leaders and residents highlighted	



**Area of focus: Communication**

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Community Indicator(s)	Outcomes and Actions	Timeline	Accountability	Performance Measure	Progress report
Number of emergency network promoters increases every quarter <b>(Quant)</b>	Develop emergency network trusted partners program		REDI Office, Communications, Emergency management	Program is established and running with initial trusted partners matching top 5 languages	
Increased participation for in-person events <b>(Quant)</b>  Increased awareness of City related information <b>(Qual)</b>	Have communications coordinators attend KCDIG & Other BIPOC focused community networking meetings to provide updates to service providers		Communications, REDI office, Parks, IT	Number of networking meetings attended	
Higher number of BIPOC applicants for open positions <b>(Quant)</b>	Create incentive pay program (resident facing positions) to recruit more languages to serve our community		All departments	Number of open positions that highlight language incentive	
Increased participation of BIPOC residents in community events, meetings <b>(Qual)</b>	Create a cultural navigator pilot program that connects residents with City of Kent “Navigators”		Mayor’s office, REDI Office, IT	Top 5 languages are covered by navigators	
Greater participation of BIPOC residents in highlighted event, program etc.  Increased engagement with BIPOC businesses <b>(Quant)</b>	Create a BIPOC business list/map		ECD, REDI office, Mayor’s office, IT	Number of times list has been used for engagement purposes	
Number of times videos have been viewed. <b>(Quant)</b>	Use QR codes to share in-language videos with community		Communications, All departments, REDI office	% citywide postcards using QR codes per year	

## PROJECT STATUS THIS MONTH

<b>OVERALL PROJECT STATUS</b>	On track	<b>SUMMARY</b>	The Strategic plan is on track to be presented to council in early August. We completed the co-designing of smart objectives for the area of communications. In-Language resources is next.
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## PROJECT COMPONENTS

COMPONENT	STATUS	OWNER / TEAM	NOTES
Speaker Series	On track	Maria	Has selected the speaker for March. Tentative dates for presentation 3/30 – Staff presentation, 3/31 – Residents.
REDI Website	Published	Maria	The website for the strategic plan and related work has been published.
CCB transition	On track	Uriel	The board met in February to discuss the purpose of a new board. Reviewed regional boards related to REDI and suggested language for new purpose.
Training	On track	Uriel/HR	Justin Woods, <u>Equity</u> founder submitted a training proposal.
LEP plan	On track	Uriel	Bijan in law has reviewed the draft and is making recommendations for edits and additions to the plan.
Co-design of action items	On track	Uriel/Maria	The area of focus for March will be In-language resources. We will be meeting with stakeholders twice this month.





## NEXT STEPS





THANK YOU