



**CITY OF KIRKLAND**  
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## **MEMORANDUM**

**To:** Kurt Triplett, City Manager

**From:** Erika Mascorro, Diversity, Equity, Inclusion, and Belonging Manager  
Andreana Campbell, Special Projects Coordinator  
Don Robinson, Senior Community Engagement Coordinator

**Date:** March 10, 2023

**Subject:** DIVERSITY, EQUITY, INCLUSION, AND BELONGING WORKPLAN UPDATE

## **RECOMMENDATION:**

Staff recommend Council receive an update on the progress of the Diversity, Equity, Inclusion, and Belonging (DEIB) team's workplan. Topics highlighted in this memorandum include:

- I. Kirkland Initiative
- II. Welcoming America Certification
- III. Equity Impact Assessment Tool
- IV. Equity in Contracting Policy and Program
- V. DEIB Partnership Events, and Communications, and
- VI. Community Appreciation Night

Staff will return to Council in the summer with a comprehensive update on the progress of the objectives within the City of Kirkland's ("the City") [DEIB 5-Year Roadmap](#) ("the Roadmap") since its adoption on July 5, 2022. The most recent iteration of the Roadmap and its documented progress at the point of Council's adoption can be seen [here](#), along with the [Spanish translation](#), the 'At-a-Glance' two-pager, and 'At-a-Glance' [Spanish translation](#).

## **BACKGROUND DISCUSSION:**

The DEIB Roadmap was initiated as part of [Resolution R-5434](#), adopted by Council on August 4, 2020. R-5434 identified numerous actions intended to demonstrate that Black lives matter and to dismantle structural racism in Kirkland. For a comprehensive history of staff presentations, memos, and agenda items from the years leading up to Council's adoption of this important legislation, and other R-5434 related topics, please navigate to the documents hosted on the City's website [here](#).

The intention of the Roadmap was to continue the work and progress that R-5434 initiated, serving to define both the strategic vision and the specific action plan needed to realize the City's goal of becoming a safe, inclusive, and welcoming community where everyone belongs. The Roadmap itself contains six goal areas and 68 total objectives setting forth DEIB milestones

that influence all departments across the organization, including programs, processes, plans, and practices.

The three-member DEIB team is moving the needle forward on many Roadmap objectives as well as other important DEIB-focused initiatives with the work and support from the leadership and staff. As stated in the "Recommendation" section, staff will return to Council in the summer with a comprehensive update on the progress of the objectives within the City of Kirkland's ("the City") [DEIB 5-Year Roadmap](#) ("the Roadmap") since its adoption on July 5, 2022. A summary of several key City Manager Office priority projects to be completed this year including the estimated completion date is provided below.

## I. Kirkland Initiative

Objective 14.2 of the Roadmap calls for the creation of a City Leadership Program to cultivate civic engagement for the purpose of diversifying public participation in various governmental processes and neighborhood organizations.

The intent of this objective is to make City Hall more accessible to community members that are curious and interested in learning how the City government works. This program intends to pull back the layers of local government, allowing people from all walks of life to feel encouraged to participate in the civic process. This objective also provides the opportunity for participants to bring forward their existing knowledge and understanding of the City and its services to other community members.

The 8-week course will cover 14 divisions within the City's governmental structure, including City Council, and Boards and Commissions. The curriculum is being developed by each department and is intended to be informative, engaging, and promote further curiosity for Kirkland Initiative participants to engage with the City through general volunteerism, neighborhood associations, Boards and Commissions, and running for City Council. The Kirkland Initiative will launch at City Hall on Thursday, May 4th with sessions following every Thursday through June 22nd.

## II. Welcoming America Certification

Objective 3.3 of the DEIB Roadmap directs City staff to obtain the Welcoming America Certification for the City. Welcoming America is a nonprofit, nonpartisan organization that leads a movement of helping inclusive communities become more prosperous by ensuring everyone belongs.

In 2017, the City signed on as a Welcoming City through the Welcoming America network. Signing on as a Welcoming City is an introductory step to becoming a certified Welcoming City. Welcoming America's Certified Welcoming process is a formal designation for cities and counties that have created policies and programs reflecting their values and commitment to immigrant inclusion. Obtaining this formal certification would demonstrate the City's commitment to DEIB. Certification requirements include several elements that would best be addressed in partnership with other Eastside cities and community-based organizations.

To that effort, the City has entered into a professional service agreement with Eastside for All to help the city achieve the formal certification. Eastside For All is an advocacy organization that

aims to address the gap of immigrant and refugee affairs, racial justice initiatives, combat the effects of racism and xenophobia on the Eastside. Eastside For All works to build strong relationships with local nonprofits, immigrant community leaders, leaders of color, and key staff within local city governments and school districts to transform infrastructure and systems to promote equity.

Eastside For All will act on behalf of, and in conjunction with the City on several initiatives outlined in an interlocal agreement with other Eastside cities. Staff seek to expand the partnership to accomplish the work required to obtain Tier-1 Welcoming America certification.

Other related initiatives that the DEIB team is working on in conjunction to the Welcoming Cities Certification are:

#### *Proactive Community Engagement Network – Roadmap Objective 15.4*

This objective calls for engaging with those in the community that have been historically underrepresented in civic life, and requires proactive measures of relationship building, community partnerships, and alternative means of outreach and engagement. The engagement will establish a proactive network of civically underrepresented community members who are interested in providing input about and from their lived experiences.

In partnership with Eastside for All, the City is establishing new engagement practices to form connections within Black, Indigenous, and People of Color (BIPOC) communities in Kirkland. The intent of this partnership is to engage the BIPOC community to promote participation, advisement, leadership, and co-creation opportunities through the creation and standing up of an ad-hoc group. The City hopes to grow this network through mutual trusting relationships between the City and its community, effectively nurturing its social capital. Social capital refers to the extensive resources, information, and wisdom gained by a network of diverse people connected by a shared purpose.

To be equitable, it is the DEIB team's intent to meet informally with the ad-hoc community engagement network group at locations and times of day that are most convenient to the group. It is also staff's intention to provide compensation for each participating member (staff is actively working on drafting a community participation compensation policy to become part of the Administrative Policy Manual (APM)).

#### *Culturally Effective Outreach Methods – Roadmap Objective 15.3*

Effective and efficient outreach and engagement by and between the City and the community is best achieved by employing culturally sensitive and effective methods and messages. In that vein, the DEIB team is developing a new outreach tool known as a Welcoming Packet. It is staff's intent that the packet will provide City and partner resources for all community members, specifically geared toward those that are new to Kirkland, and/or new to the Country. The packet will be available in several languages on the City's website, and in hard copy format as well. The purpose is for staff to have these resources available for the community at different City events, community meetings, and other moments of gathering. Providing hard copies allows for greater accessibility for those who may not have access to the required technology. Staff intend to have the Welcoming Packet available to the public this summer.

### III. Equity Impact Assessment Tool

Objective 4.1 of the City's DEIB roadmap directs staff to create and implement an Equity Impact Assessment Tool (EIAT). Integrating equity analysis into daily work of City departments is intended to help center equity into City processes and programs. This would allow for continual reflection and improvement, which are key aspects of equity work. To support this, the City intends to standardize the process and implementation of an EIAT and provide training to all managers on its application within their work plans. City staff will also implement a process to measure the effectiveness of this tool. A key measure of success for the EIAT is ensuring City staff has the skillset to reach the intended audience for their policy, program, service, or initiative.

The EIAT is a user-friendly, digital form that allows staff to collect and manage equity related data for multiple uses. Staff is working closely with Finance & Administration and Public Works to identify key equity related reports throughout the organization to amplify the impact of the tool on all projects, programs, services, and initiatives provided by the City. This includes the integration of the Title VI plan, annual report and environmental studies report. Also, it will capture data needed to complete the financial annual Performance Measurement Report. Progress checkpoints are integrated into the process to ensure that the organization stays on track in its efforts and provide meaningful transparency for the community.

The DEIB team has initiated a pilot of the tool to evaluate the City's outreach on the future use of the Houghton Village property. The pilot was launched in March 2023 and will run through May 2023. Eastside for All is contracted to assist the City during pilot phase by reviewing the EIAT, aid in identify resources, and the creation of an EIAT use manual.

### IV. Equity in Contracting Policy and Program

Objective 10.1 of the City's DEIB roadmap directs staff to implement the Equity in Contracting policy and associated program to expand vendor recruitment, internal organizational training, and external vendor training. The DEIB team is working closely with the Department of Finance and Administration to implement key strategies to address equity in the City's contracting practices. These strategies cover reporting, marketing, and training.

Reporting is an important element in being able to ensure we are meeting our goal of increasing the amount of money awarded to Woman and Minority Business Enterprises (WMBEs). Preliminary review of invoices found that the City spent an estimated \$20 million via purchase orders, contracts, and direct payments to WMBE certified firms since 2018 (This total does not include P-Card purchases).

The City is preparing to pilot a new bidding system from Municipal Research Services Center (MRSC) that will provide functional improvements to the current contracting process. One of the major functional improvements to promote equitable practices, will be the ability for staff to track the number of certified firms that express interest and review our posted Requests for Proposals (RFPs). The metrics will allow staff to measure the impact of the City's outreach and equity efforts.

The City entered into partnership with the State of Washington's Office of Woman and Minority Business Enterprises (OWMBE) to offer a series of informational training sessions on becoming

certified. This will be the first time the OWMBE will offer these trainings to a local government. There are three sessions currently scheduled for June 14<sup>th</sup>, 2023, July 19<sup>th</sup>, 2023, and August 10<sup>th</sup> 2023.

#### V. DEIB Partnership Events, and Communications

Below are various updates on DEIB partnership events and communications.

Cultural events at the KPC - The City is partnering with the Kirkland Performance Center (KPC) to increase the number of events in 2023 that celebrate and support culture and the community. The KPC has proposed six events that staff are currently reviewing. Staff will be requesting to connect with each prospective group to discuss the cultural aspects of each respective performance group, as well as developing and implementing marketing ideas to expand the diversity of the attendees.

Juneteenth Celebration - In 2023, the region's Juneteenth celebration will be hosted in Kirkland on Saturday, June 17<sup>th</sup>. The event is organized and staffed by various community partners and sponsors. The DEIB team is in contact with the community partners and will seek opportunities for the City Council members to take part in the event. Staff will also work with the Communications division to promote the event.

LGBTQIA+ Related Efforts - The DEIB team is in partnership with Eastside Pride on ongoing opportunities to highlight the voices and experiences of the LGBTQIA+ community in Kirkland.

Proclamations - The DEIB Manager reviewed and made recommendations to the draft proposed 2023-2024 proclamations schedule that was subsequently adopted by Council on January 17, 2023. The DEIB team will use the proclamation schedule as a basis for additional outreach to marginalized communities to encourage civic engagement and build new relationships.

Cultural Calendar - The DEIB team is in the initial editing phase of a comprehensive cultural calendar, in line with other regional organizations, with the goal of approval and implementation before the 2024 calendar year. The items acknowledged in the calendar will be used to propose guidelines to City Council on the best practices to observe these events in an inclusive manner.

#### VI. Community Appreciation Night

Each year for the past sixteen years, staff have programmed and hosted a Community Appreciation Night (CAN) for City volunteers. Initially, CAN consisted of highlighting the achievements of volunteers within the defined volunteer program for those volunteers who served ten hours or more in the previous year. Over the years the event grew to be more inclusive by celebrating *a//* city volunteers, whether serving the City through the traditional volunteer program, as a Board or Commissioner, or as an active neighborhood leader.

It was during that inclusive transition that staff began to build a much more robust production to celebrate volunteers each year. Now, volunteers are nominated by staff liaisons for different award categories, outgoing members of the City's Boards and Commissions are recognized for their time, effort, and years of service, and neighborhood leaders nominate those who have

gone above and beyond or shown extensive leadership in the neighborhood they represent. Staff have also lowered the CAN invitation threshold from ten hours volunteered, to eight.

Staff have also incorporated a new, ongoing DEIB element to this year's program, with the intention to include it in the program every year. The purpose of this new element is to highlight and embrace different cultures in and around Kirkland. Community Appreciation Night is scheduled for Wednesday, April 26 at the Kirkland Performance Center from 6:00 to 7:30pm. All City volunteers with eight or more hours volunteered in the previous years will be invited to come and be honored.

**NEXT STEPS:**

Staff will continue progressing efforts related to all DEIB objectives within and outside of the Roadmap. It is staff's intention to return to Council in the Summer to provide a comprehensive update on the Roadmap and other high-level DEIB initiatives.