ENCOURAGING INCLUSIVE COMMUNITIES

National Webinar
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Presented by
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If you really want to be inclusive and communicate effectively with diverse audiences you have to make it part of your DNA—who you are and the way you think and act.
Renton – Changing Demographics

Minority Population Growth (2000 to 2010)

- Seattle: 13.4%
- Tacoma: 20.9%
- Spokane: 41.0%
- Vancouver: 50.2%
- Yakima: 50.6%
- Everett: 60.9%
- Bellevue: 61.9%
- Kent: 81.7%
- Renton: 165.9%
Renton – Shifting Populations
Renton 2019

Hispanic Origin (from any race) | Percentage
---|---
2010 | 12.9
2015 | 13.9
2020 (projection) | 15.1
Establish inclusion and equity as part of your organization’s strategic business plan.

Renton has established inclusion as one of its five goals in the strategic business plan.

**THE GOAL:** Building an inclusive informed city with opportunities for all.
Develop strategic partnerships – the community liaison model

City of Renton Mayor’s Inclusion Task Force

- Improve access
- Promote understanding
- Provide critical information
- Encourage participation
- Build connections
Mayor’s Inclusion Task Force

- 33 Members representing diversity of our community
- Monthly Meetings
- Ambassadors of the City
- Advisors to the Mayor
- Working together on several key action items
- Plan Renton’s Multicultural Festival

Somali  Filipino  Latino  Sudanese  African-American
Muslim  Japanese  Seniors  East African  LGBTQ
Ukrainian  East-Indian  Sikh  Vietnamese  Chinese

Image of the Mayor’s Inclusion Task Force members.
Mayor’s Inclusion Task Force
First Ever Multi-cultural Social
Mayor’s Inclusion Task Force
First Ever Multi-cultural Social
Building an inclusive city infrastructure

Timeline and Resources:

- (2008) Dedicated resources in Mayor’s office to provide expertise in inclusion and equity
- (2011) Revised Business Plan
- (2012) Consultant services
- Created a citywide equity lens
- Systematically reviewing and implementing policy changes to reflect inclusion and equity

- (2012) Dedicated staff in HR to expand outreach and recruiting
- (2015) Police Department focused on building relationships with community
- (ongoing) Citywide staffing commitment to inclusion efforts – integrated into their work
Improved Access to City Services

- Created Speaker’s Bureau by training community liaisons
- Distributed emergency preparedness kits to community liaisons
- Provided free blood sugar and blood pressure screenings as part of Renton’s Heart Month
Improved Access to City Services

- Communications “on-the-go”
- Facebook group
- Mayor’s Inclusion Task Force page
Improved Access to City Services

- Established ongoing contract with Language Line vendor
- Assistance available at various locations in city facilities
- Completed citywide training
- Ongoing outreach
- Early data shows several departments using the service
- Setting up system to track language and department use
Effective Ways to Engage Diverse Segments of The Community

Trust & Relationship
Effective Ways to Engage Diverse Segments of the Community

• Successfully empowering members of the Mayor’s Inclusion Task

• Improving positive relationships with law enforcement, our youth and community in partnership with the Renton African-American Pastoral group (RAAP), Latino and Vietnamese communities

• Improving communications and access using a variety of tools ranging from Language Line to web translation, interpretation services, social media groups for diverse communities, ethnic media contacts, radio stations and celebrities from ethnic media, especially at our festivals
WE GOT IT UNDER “RAAPS”
Partnership with Renton African-American Pastors (RAAP) and Police
Promote Understanding
African-American Pastors
Promote Understanding
Improving Positive Relationships with Law Enforcement & Our Youth and Community

• In partnership with Renton African-American Pastors group, Renton Police hosted a series of community forums to build trust and improve relationships
• These events have been very successful, focusing on education, open dialogue, and candid conversations
• Several forums have been held starting in 2015 and approximately 100s of youth and community members have attended over the years
Promote Understanding
Celebrate festivals and showcase the city’s diversity
Build Connections
Build Connections

Provided key information to the community by targeting ethnic media: newspapers, radio stations, and the local Hispanic TV station.
Build Connections
Regional partnerships

• Participated in 2015 and 2016 Governing for Racial Equity conference in Seattle
• Launched the first 2018 Regional conference Advancing Racial Equity Conference in the greater Seattle area
Commitment at every level
Local government innovations to be inclusive
Workforce Equity

HR Tactical Plan
Equity in Contracting Services

Working on comprehensive plan
Promoted and facilitated citywide conversations and training on race; offering free employee access to exhibit – *Race: Are we so different*; currently providing training on implicit bias.
Inclusive City – Renton Sets the Stage

- 2018 Public Relations Society of America Totem for Multicultural Festival
- 2015 National League of Cities, 1st Place award
- U.S. Conference of Mayors 2015 Livability Award
- International City Managers Award 2015 Community Partnership Award
- CNBC’s 2015 Most Diverse Cities: Renton ranks #6 of the nation’s 230 most populated cities
- WalletHub 2019 Most Diverse Cities: Renton ranks #5 out of 250
Punch list of how to get started

• Establish a Community Liaison Group
• Get started with an Inclusion Training program – several resources available
• Encourage community conversations- Seattle Times has a great one called “Under Our Skin!”
• Explore the Language Line as an option for Translating materials
• Attend conferences, join GARE, check out our website – rentonwa.gov
• And don’t hesitate to contact me – always ready to share and help 😊!
For more information visit rentonwa.gov/inclusion
Questions?

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