

EMPLOYMENT STANDARDS OUTREACH LOG

Does not include outreach related to public feedback on paid leave or minimum wage rules

Website

Built an easy-to-navigate system of 12+ webpages providing intuitively organized information and tools for employers and workers (paid leave pages launched in early September; minimum wage and employment standards pages launched in late November). There were roughly XXXX visitors to these pages of the website (with XXXX page views) between DATES.

e-Newsletters

UPDATE issues dates and #s The number of City of Tacoma Employment Standards e-Newsletter subscribers increased from 143 at the end of June to 664 unique subscribers (410 Minimum Wage and 426 Paid Leave, with some overlap). E-Newsletters sent on 8/5, 8/18, 9/8, 9/28, 10/5, 10/19, 11/3, & 11/5 (re: MW).

A sample article with links to resources for employers was sent to Shari Hart for distribution to the Neighborhood Business Districts on 9/10/2015 for emailing out to members and potential inclusion in electronic newsletters created by the districts.

The Washington Restaurant Association (WRA) distributed an 8-part email series with information on Paid Leave for their Tacoma members, including model policies drafted by the WRA.

Early 2016 Paid Advertising

Implementation Advertising

- Tacoma Weekly – 16 weeks online and print
- Exit 133 – 6 months
- Pierce Transit – Buses and bus stops
- Major Social Media Campaign (promoted posts for three months on Facebook) – Total reach
- Tacoma News Tribune Online and Print Ads

Community Outreach & Presentations

Direct mailing to all businesses registered with the City with 2016 business license renewal (early December). Emails/letters were sent to ## various community groups -- business, HR professionals, human services, community groups, corporate headquarters for 22 different franchise restaurants with branches in Tacoma, schools (minimum wage only), government agencies (minimum wage only), as well as outreach to Tacoma Business Districts through city liaison Shari Hart. Direct telephone calls were made to area bookkeepers and accountant, with an offer to email them information on the two new employment standards.

The following community presentations were scheduled as a result of that outreach:

- South Tacoma Business District (9/10)
- The Black Collective (10/10)
- Tacoma Waterfront Association (10/14)

- South Tacoma Rotary (10/19)
- Pierce County Lodging Association (10/27)
- Information Table/Vendor Booth: Courage Domestic Violence Awareness Conference (10/29)
- Pierce County Coalition Against Domestic Violence (11/5)
- Chamber of Commerce “Lunch & Learn” Session on Paid Leave (11/10)
- Chamber of Commerce Luncheon – Small Business Forum (11/13)
- Domestic Violence Men’s Talk (11/19)
- WA State Residential Care Council – Pierce Co. Chapter (11/24)
- Sunrise Rotary (12/2)
- Pierce County Human Services Coalition (12/8)
- Old Town Business Association (12/9)
- Metropolitan Development Council Case Manager Training (1/11)
- Employment Services Collaborative (1/28)
- UFCW Members Presentation (1/28)
- Chamber Wellness-themed Luncheon (2/12)

CITYLINE (TV Tacoma Program) Interview running 18 times over January 21-27.

Tacoma Report (TV Tacoma Program) Week of February 1

Four city-hosted employer information sessions were held:

- **Thursday, October 15th** – 4:00-5:30pm
Tacoma Public Library Main Branch (Olympic Room), 1102 Tacoma Ave. S.
Approximately 20 attendees – Paid Leave only
- **Tuesday, October 20th** – 10:00-11:30am
STAR Center (Discover Room), 3873 S. 66th Street
Approximately 20 attendees – Paid Leave only
- **Wednesday, January 20th** – 5:30-6:30pm
Tacoma Public Library Main Branch (Olympic Room), 1102 Tacoma Ave. S.
Paid Leave & Minimum Wage
- **Thursday, January 21st** – 2-3pm
Tacoma Public Library Main Branch (Olympic Room), 1102 Tacoma Ave. S.
Paid Leave & Minimum Wage

The city-hosted information sessions were advertised via:

- Paid advertisement (Business Examiner Biz Briefs, Exit 133, print ads in the TNT)
- Press release (resulted in features in TNT Business section, Business Examiner blog, EXIT 133)
- Submissions to local event calendars (Exit 133, Tacoma Weekly, Greater Tacoma Community Foundation)
- City Manager’s Report, Washington Restaurant Association newsletter, and through other community partners

Other community outreach efforts included:

- Employer Information Handbills created and provided to Shari Hart for business events (9/21 & 1/6)
- Brochures created and provided for Project PEACE Events (10/21, 10/29, & 11/19)
- Flyers and Handbills printed for City of Tacoma Tax & License table at the Small Biz Fair (9/26)
- Flyers and Handbills placed in the Tax & License lobby
- Public Service Announcement text (English and Spanish), Scala Slides, On-hold messaging, & social media
- Press Releases (and associated coverage)

Reaching Workers and Employers in Additional Languages

The city sent out its first ever Spanish Language “live-read” public service announcement to eight television and radio stations in the city’s designated market area, announcing the start of paid leave and minimum wage. Materials in Multiple Languages were distributed/posted via:

- City Website
- Tacoma Community House (2/1/2016)
- Asia Pacific Cultural Center (2/1/2016)
- Project PEACE conclusion meeting (2/8/2016)
- Centro Latino (2/3/2016)
- Korean Women’s Association (2/3/2016)
- Window Display on Market Street (Tacoma Municipal Building – North)
- Lincoln District Project Office
- Email to CPAs announcing checklist in 6 languages to better serve their clients

Specialized Posters – Medial & Domestic Violence Service Providers

January: Emails/letters were sent to approximately 15 domestic violence service providers about paid leave, providing a link to the “safety” poster as well as foreign language posters, and asking them to post information for their clients. Emails/letters were also sent to approximately 56 medical offices/clinics about paid leave, providing a link to the “doctor’s visit” poster as well as foreign language posters and asking them to post information for their clients.

Employer Resources & Outreach Tools Created

- Paid Time Off Policy Evaluation Checklist (allows employers to compare current policies to ordinance requirements)
- Quick Reference Guide to Paid Leave topics
- Workplace notice finalized and translated into 6 languages
- Information sheet for presentations to employer groups
- Three poster designs (General poster available in 6 languages, DV Services Office Poster, Medical Office Poster)
- Paid Leave Brochure: “Feel Well, Work Well”
- Updated online mapping tool to determine whether workplaces are within City limits.