

Seattle Office of Labor Standards

Engaging Employers to Effectively Enforce Paid Sick Days and
other Labor Standards

6/12/2018

Office of Labor Standards



City of Seattle

Seattle Office of Labor Standards

Context



Seattle’s work in the labor standards fields began with the implementation of PSST in 2012; at the time Seattle was the fourth jurisdiction in the country to pass this kind of law.

Creation



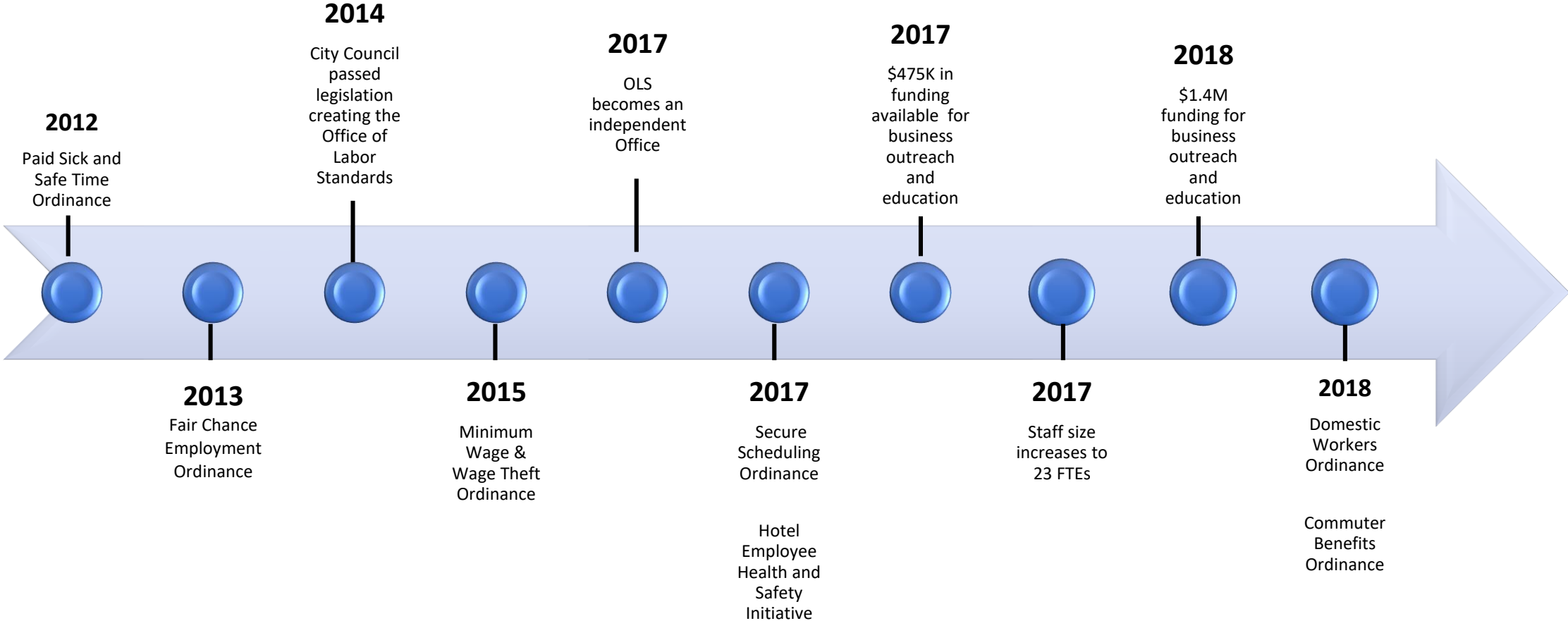
Mandated to implement and enforce the City’s eight labor standards.

Mission



Workforce Equity

The Evolution of Seattle Labor Standards





Seattle Employer Engagement Strategies

TRAINING



- Settlement Training
- Webinars
- Continuing Ed Credits
- Group Presentations

COMPLIANCE ASSISTANCE



- Free & Private
- Accessible

EMPLOYER TOOLS & RESOURCES



- Templates
- Guides
- FAQs





- \$1.4 million to contract with CBOs to provide labor standards outreach, education and compliance assistance
- Emphasis to support communities with linguistic, cultural, social, economic and geographic barriers to compliance
- Increase knowledge of and compliance with Seattle's labor standards among small business community to build a "culture of compliance" in Seattle.
- Increase capacity of CBOs to serve as ongoing resources for information and compliance assistance

- \$475,000 awarded, through a request for proposal, for a 12-month contract period to 17 community-business organizations.

Seattle Metro Chamber of Commerce	Latino Community Fund	Ethnic Chambers of Commerce Coa
Partners	Partners	Partners
Ethnic Business Coalition	El Centro de la Raza	Greater Seattle Business Associat
Tabor 100	Beacon Hill Merchants Association	Business Impact Northwest
	South Park Retail	OneAmerica
		Eritrean Community in Seattle and V
		Chinese Information Service Cen

**The Ethnic Chambers of Commerce Coalition is comprised of 10 member organizations only five, besides their partners, participated in the Business Outreach and Education Fund: The Chinese, Vietnamese, Korean, Filipino and Hispanic chambers of commerce.*

QUANTITATIVE IMPACT

2017	Quarter 1 <i>January – March</i>	Quarter 2 <i>April – June</i>	Quarter 3 <i>July – September</i>	Quarter 4 <i>October - December</i>	Totals
Outreach Activities	46	83	51	115	295
Connections	461	10,683	2,032	228	13,404
Trainings Conducted	58	127	384	234	803
Attendees	223	272	553	439	1,487
Communication Activities	23	26	26	14	89
*Estimated number of recipients reached	71,344	53,318	89,902	58,192	272,756



Outreach Activities

- Community Events
- Flyering
- Door-to-Door/Business Canvassing
- Public Speaking/Meetings
- Tabling
- Follow-ups

Training

- Workshops/Presentations
- 1-on-1 in-depth consultations

Communication Activities

- Printed media
- Ethnic media
- Email blasts
- Facebook/Blogs
- Radio
- Text messaging

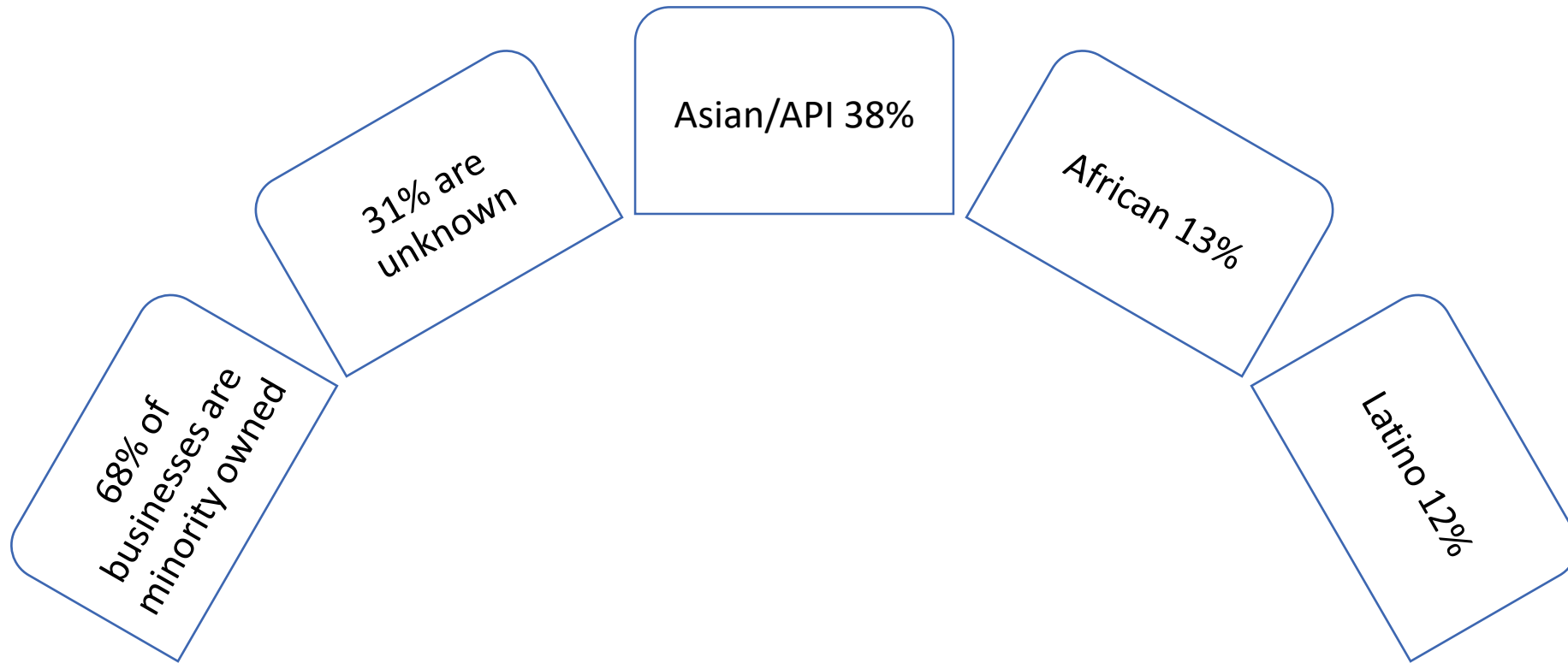


15 languages (in addition to English) used for labor standards outreach, education and technical assistance:

1. Spanish
2. Korean
3. Vietnamese
4. Mandarin
5. Cantonese
6. Somali
7. Oromo
8. Arabic
9. Urdu
10. Fulani
11. Bagrimi
12. Amharic
13. Tigrinya
14. Somali
15. Swahili

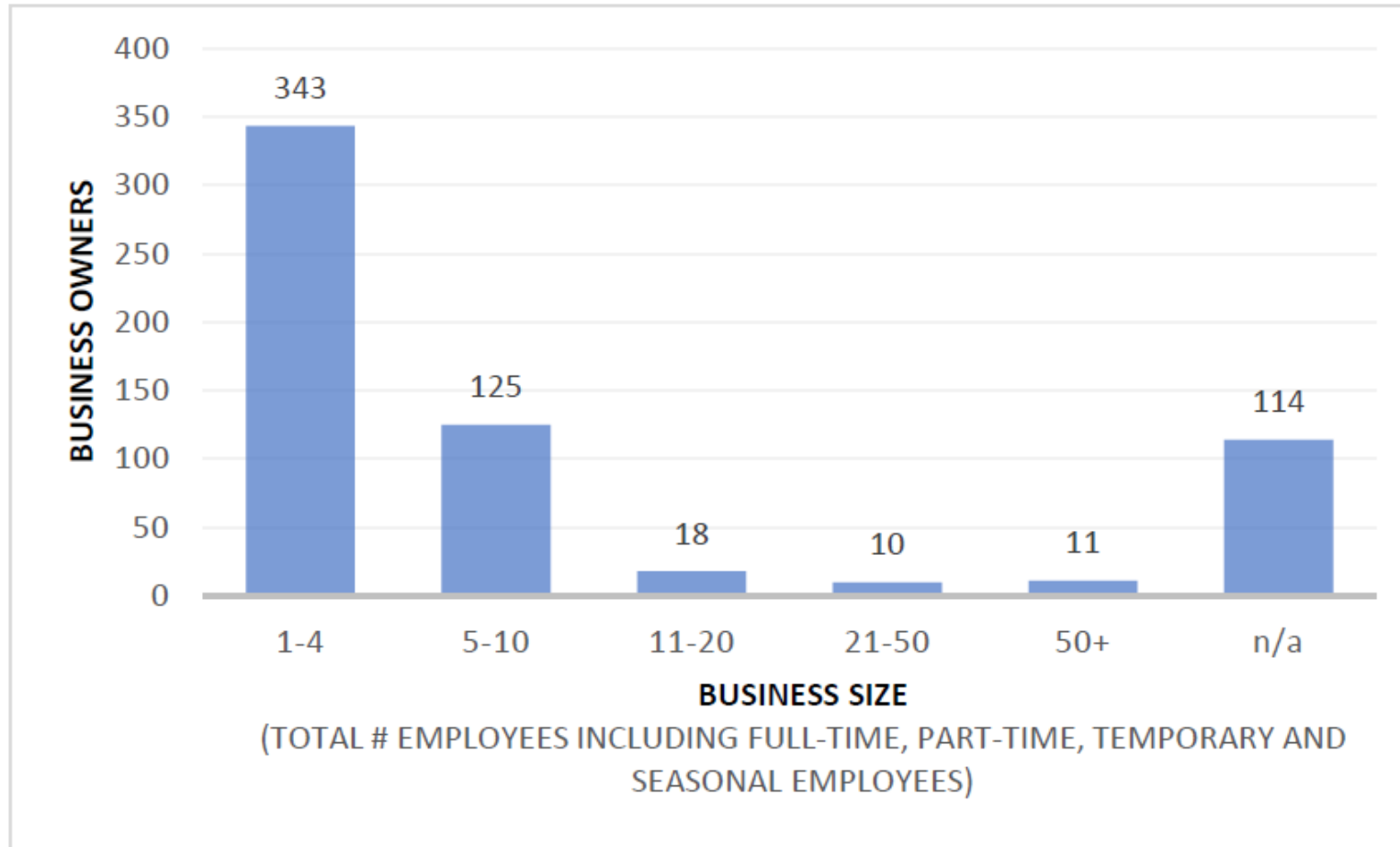


Employer race/ethnicity



Business size and industry

Size



Challenges

Measuring
impact/effectiveness

False sense of
compliance

Lack of trust

Complicated & “dry”
subject matter

Interdepartmental
collaboration

Enforcing into
compliance
*Ensuring compliance only
through enforcement (e.g. only
having a complaint base
structure)

National political
climate

Employer time
constraints

Employer reliance on
HR consulting firms,
CPAs, and payroll
providers

Limited funding

Misinformation
about local agency
enforcing labor
standards

Managing Language
Access



Lessons Learned

Defined stakeholders;
relationship mapping

Know the community
(i.e. cultural relevance)

Narrow scope of work
and dive-deep

D2D is most effective
outreach method

Simplify public
education material;
more infographics, and
less legalese

Transparency and
stakeholder
engagement essential
to building trust

Ask employer how you
can meet their needs

Define and share the
narrative of your
agency (or someone
will do it for you)

Continuous
improvement is
necessary for growth

Set priorities for
employer engagement;
develop an action plan

Leverage opportunities
to target racial and
social inequities in
relation to labor
standards education

Know your strengths
and areas of
improvements