

# January 2021 PCCETF Monthly Meeting

Meeting called by the Community Engagement Task Force.

Date: January 6, 2021

Time: 9:00 am – 11:00 am

Location: Zoom Meeting

Attendees: 56

## 2021 Outlook, Tamar Jackson

- Every one of us is ground level regardless of our position or where we work. We all have the same title: Community Member
- As we move through the next year, understand that you come as your whole person. You can speak freely and let us know your concerns
- We were established in 2019, already 2 years ago, to rebuild the framework that Pierce County uses to deliver services. We also wanted to be the group that was held accountable for what we say.
- Currently have 150+ members, 90+ organizations represented
- Welcome to LOOP City! What does it mean to be in the LOOP?
  - The LOOP is the 4 pillars of the Task Force: Leadership, Organizational Structure, Outreach & Engagement, and Providers/Community.
  - Being in the LOOP is being involved and contributing to the Task Force
- 2020 Stats
  - \$300,000 distribution of usable community resources with multiple partners (Beds, food, hygiene kits, clothing, etc.)
  - 650 families served directly
  - 65 new organizations joined
  - 70+ new members joined
  - 17-member board steering the task force, including 4 leadership members from each PCCETF Committee
  - 9 organizations started their DEAI journey (including WFC)
  - New branding, a new Facebook group, and a new webpage were all established for the Task Force in 2020
  - Transitioned to virtual meetings

# 2021 Outlook & The New PCCETF Framework, Jeff Wolff

## Committee Updates

- Leadership Group
  - Will improve and scale the PCCETF framework to allow for more members. Assist members to do the work they do without getting lost in the shuffle, and figuring out how we can better support
  - New website launch
  - Create more video content
  - Focused on measurables to keep the work moving
- Org Structures
  - DEI Mini Series with a Summit at the end, starting at next month's meeting (Feb 3, 2021)
  - Continue DEI Welcome Kit distribution
- Outreach
  - Universal intake form
  - Supporting quarterly community events
  - A continues support for other group initiatives
- Providers/Community
  - Speakers Bureau, starting on the topic of homelessness
  - 1-5 Thrive Career Awareness
  - Childcare/Education Pods

## Framework

- New website pccetf.org
  - Tons of new content, including videos of our meetings and great conversations we have
  - Documents and takeaways from our sub-groups
  - Sub-group and initiative overviews to learn about the committees
  - New member form for interested members to join the Task Force
  - Feedback form. For members to suggest new ideas or suggestions (not yet up, but coming soon)
  - More flexibility for sharing resources
- Improved structure
  - Defined co-lead roles within each group for each Leadership team member
  - Shared document folders and improved docs & templates to increase organization and access to group documents
  - Intentional onboarding
- Private Facebook group
  - Still there, but will now be for active PCCETF members only. All meeting videos and notes will be posted there.

- Also available for announcements or asks from other group members. (i.e. if you have an event coming up, you can post for collaboration, ideas, or volunteers)
- Public Facebook page
  - For those who aren't ready to join yet, they can keep up with the PCCETF and watch from afar.
  - If you would like to invite someone to connect, send them to the Facebook page to watch and then to the website to join as an official member of the PCCETF

## Subgroup Report-Outs

### Organizational Structures

- A group of people creating and providing resources for organizations to keep DEAI in front of them at all time
- Upcoming summit will focus on 4 components of a DEAI friendly organization: People Practice Policy and Promotion

### Outreach & Engagement

- Working on a universal intake form, and taking it to a state level. Pierce County can be the first county in the state to release such a tool. Lots of work to be done!
- Doing quarterly events in the community
- Focusing on diverse inclusion: Making sure that we help the efforts of organizations who have put out statements on being accountable to being an anti-racist organization. Helping them utilize tools put out by the PCCETF to continue on or start their journey

### Providers & Community (People's)

- Bridging gaps between people and the providers who serve them
- Speakers Bureau is looking for additional speakers and expanding
- Partnering with Bates Tech with the Pandemic Pods to provide daycare to Arlington apartments residents
- Developing a mission for the I-5 Thrive
- Looking for a new co-lead for the group to help keep the group moving

## Lobby Conversation

## Universal Intake Form conversation

- Can bring something in and provide a family with information, and ping different organizations. Lots of times, there are things that you don't even know you can be connected to.
- Biggest question is "How do we get it in front of the people who need to be completing this form?" Someone in Eatonville may not have access, but also someone right in Tacoma who needs it is not connecting. As a county and a state we have to come up with a real method.
  - Tamar: We have 2-1-1 right now, because it is already there but people don't know them as they should. We are building a relationship with them so we can figure out the strengths and weaknesses of the existing proponent of the common intake system
  - Maybe it is just making a commercial for it. Maybe it is educating the community as a whole, and not just certain populations. Sometimes its just a little bit of education that a lot of people don't know about
- Realistically, we have created and re-created the intake form many times over, and they have proven to only partially work or not at all. WAServes coordinated entry system exists for veteran services, it requires a training component. We also need to figure out how to make sure the client doesn't fall between the cracks at the coordinated handoff.
- Need to come alongside trusted community leaders whop have put in the work and made the relationships. Many wont trust you, wont show up and ask you for something if they aren't sure that you are going to come through for them. "Free resources without relationship"

## Recommendations for the PCCETF

- A digital resource center, a mobile app, and a Facebook group live stream may be helpful for the task force as a whole. A directory of resources and partners on the website?
  - We have gotten a verbal commitment from Norinda at 2-1-1 to participate and share within the Task Force, because they don't have community engagement out there. Use the relationship as a time to give feedback and suggestions.
  - The PCCETF resource list never took root because 2-1-1 already exists within the area. We have shifted focus to partner and support 2-1-1 rather than reinvent the wheel.
  - Our goal is to support the organizations who are struggling to serve the community

## People & Providers Breakout Session

Attendees: Jeff Dade, Dr. Bob Danielle, Angel Philips, Debbie Padden, Gerrit Nyland, Leandra, Lori Keller, Lynn Willis, Mandy Lee, Melanie Davis- Jones, Michael H., Ulysses Martin, Victor Rodriguez, Yvette Wilson, Erin Herringshaw, Sinoun Hem

### Topic: Updates

- Intro: What is your level up for 2021?
- Speakers Bureau: platform for people with lived experience. They are seeking assistants and speakers. Any topic ranging from racism to drug addiction is accepted.
- I5 initiative is seeking to connect Pierce and King County. Main aspect of work currently is building a mission statement.
- Education pods have parents switching babysitting duties between each other. Partnered with Bates College and Arlington Apartments. Looking to start a pilot program by Spring.
- Questions we ask about projects we are taking on: Are we doing busy body work? Is this project worth it?

### Topic: Open Floor

- Open Position for co-lead, applications are being created and will be sent out to interested parties.
- Where is the deficit in community and programs? Lack of investment into community leaders. How can the task force support our local leaders and invest? Key focus on BIPOC leaders and rising them up.
  - Stop asking community what the issues are focus on communication with each other. (assessments)
  - Health Department trying to collect all the assessments
  - Partner with United Way to help collect surveys in one data base with resources
- Reach out to city representatives, council members, ect. to become involved in task force to support initiatives and create solutions

### Action Items

1. Mandy Lee to bring in Shawn Patten to discuss collecting survey data.

## Outreach Subgroup Breakout Session

Attendees: Tim Jumper, Carrie Ching, Kelly Blucher, Natalie Archer, Tony Smith, Elliot Sawyer, Sara Irish, Audra Goodman, Daniel Wirth, Julia Brooks, Kendra Moore, Nick Bayard, Raeshawna Ware, Courtney Acoff, Leah Ford

- Report out on 'About us' update
  - Initiative Focus
  - Leadership roles
- Collaborative Outreach events
  - What events are you aware of and how can we support?
- What area of subgroup can you contribute to?
  - What are your strengths?
  - What capacity do you have for contribution to the team?

### Action Items/Notes

- Find out who is interested in working on intake form?
  - Kelly to work with each person to identity intake process.
    - Carrie Ching volunteered to work with Kelly B. on Intake form. Also suggested we contact Elevate Health
    - Kendra Moore shared info on SAW Accounts when asked for sample intake forms from various organizations.
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- Who is interested in Outreach events?
  - Courtney to send list of outreach events for Martin Luther King Jr. Day
    - Sarah concerned about outreach not being inclusive and equitable.
    - How can we be more intentional about making sure everyone has access?
    - One BIG outreach event for the group collectively Quarterly!
    - Natalie A., Elliott S., Sarah I., Kendra M. and other volunteered to work on events
- We over-turned our original decision for the Outreach Group to conduct the bulk of its work during the PCCETF meetings. We decided we needed to schedule another working meeting during the month. Date TBD.
- Discussed PPE. Carrie Ching from TPCHD asked Kelly to send her an email requesting resources to distribute.

### DEI efforts:

- Goodwill- Employee Advisory Council, taking DEI efforts to ensure all equitable for the organization

- Metro Parks Tacoma- Equity council w/ community, listening sessions, paying for time, coming to community instead of community coming to them
- City of Tacoma- Equitable internship opportunities

## Action Items

1. To join the PCCETF as an official member, please visit <https://pccetf.org/join/>. The group engagement coordinator will reach out to you to make sure that you have access to the committee meetings.
2. Please join the PCCETF Private Facebook group to stay connected and to access meeting notes and important announcements:  
<https://www.facebook.com/groups/pccetf/>
3. Follow the PCCETF Facebook page to stay connected with community announcements  
<https://www.facebook.com/pccetf/>

## Meeting Contacts

- Sam Bradshaw - Workforce Central - Sbradshaw@workforce-central.org Good morning y'all!!
- Angel Phillips, Director of Marketing for TAPCO CU- Wishing everyone a wonderful 2021!
- Tamar Jackson Workforce Central Tjackson@workforce-central.org
- Melinda Shutler, Point Defiance Zoo & Aquarium, Conservation Engagement; melinda.shutler@pdza.org
- Deb Padden, Adjunct Faculty at Tacoma Community College. dpadden@tacomacc.edu
- Carlyn Sampson from Rebuilding Hope - Sexual Assault Center for Pierce County; carlyn@hopesacpc.org.
- Lynn Willis, Sound Outreach Bethel Center for Strong Families- Employment Coach, lynn@soundoutreach.org 253.719.3069
- Leah Ford - Tacoma-Pierce County Health Dept. lford@tpchd.org, 253-405-7738.
- Elliott Sawyer - Equus Young Adult Team - [Elliott.sawyer@equusworks.com](mailto:Elliott.sawyer@equusworks.com) - 253-205-8505
- Lori Ries, Pierce County Library System, lries@piercecountylibrary.org
- Daniel Wirth, Executive Director, American Red Cross Serving the South Puget Sound and Olympics
- Michael Hall, Korsmo Construction, mhall@korsmo.com
- Audra Goodman Ford Middle School -Franklin Pierce School District agoodman@fpschools.org
- Natalie Archer Pierce County Basic Education for Adults Navigator narcher@tacomacc.edu 253-433-0781

- Dr. Cindy Caldwell, DEIManagement.net I teach a DEI certification class or Certified Diversity Consultant
- Gerrit Nyland, Tacoma Pierce County Coalition to End Homelessness. gnyland@pchomeless.org - 253-304-5105
- Jeff Dade, Forterra, jdade@forterra.org
- Mike Ake - Tacoma Police Department, make@cityoftacoma.org; 25359174
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- Johna LaRue Community Development Manager Harborstone Credit Union
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- Delia Flores-Metro Parks Tacoma, [Deliaf@tacomaparks.com](mailto:Deliaf@tacomaparks.com)
- Carrie Ching, TPCHD-Family Support Partnership, cching@tpchd.org
- Davida Sharpe-Haygood Interim Director of Education at Pierce College. Founder of Two Way Racial Healing Project. 253.670.4174 dsharp28@msn.com;dsharpahaygood@pierce.ctc.edu.
- Karissa Thompson - Red Canoe Credit Union - KThompson@Redcanoecu.com
- Phyllis Harvey-Buschel Career Connect Washington Regional Network Director, Pierce and King.
- Tim Jumper, Sound Outreach tim@soundoutreach.org
- Joanna Rasmussen - Director of Communications - WorkForce Central - jrasmussen@workforce-central.org
- Shawn Durnen, NineLine Veteran Services, President, sdurnen@Nine9Line.org, (253)576-2146
- Arthur Dennis, Director, DOR, PSESD. adennis@psed.gov
- Courtney Acoff - Community Outreach & Engagement Specialist, Metro Parks Tacoma (253) 345-0948 courtneya@tacomaparks.com
- Alex Alderman, Community Development Specialist from Pierce Transit aalderman@piercetransit.org
- Kim Maki from WA State DSHS/Aging and Long Term Support Administration. Workforce Development Program Manager. Kimberly.maki@dshs.wa.gov
- Sara Irish, Molina Healthcare, Pierce Community Engagement Specialist
- Lori Keller, Dean, Bates Technical College lkeller@batestech.edu
- Tony Smith, Mobile Testing Lead, Equity Action Network, Tacoma-Pierce County Health Department, TSmith@tpchd.org
- Kane Tobin - Sero Group/The Gardens. kane.tobin@gmail.com
- Victor Rodriguez, Health Equity Manager- Tacoma Pierce County Health Department- vrodriguez@tpchd.org
- Megan Clark Family Liaison - Tacoma Public Schools mclark@tacoma.k12.wa.us
- Shondea Chapman, Worker Retraining Coordinator at Bates Technical College, schapman@batestech.edu
- Amanda Walkingstick - Co- lead for the Peoples' Group - [walkingstickamanda@gmail.com](mailto:walkingstickamanda@gmail.com)
- Kelly Blucher Manager of Community Engagement and Outreach at Goodwill of the Olympics and Rainier Region [kellyb@goodwillwa.org](mailto:kellyb@goodwillwa.org)
  - Goodwill has kicked off our New Digital Work Opportunity Center. Our amazing vocational programs available through ANY internet connected device. Explore what we have to offer in IT, computer, Senior Employment, Youth Services, Financial Education and more... text "DWOC Connect" to 565-12



- Julia Brooks - Employment & Training Coordinator - DSHS Region 3 -  
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- Joelle Dela Cruz, MSW student at the University of Washington. Tacoma. I am an intern for WorkForce Central. My phone is (253) 750-1160 & my email is [jcruz@workforce-central.org](mailto:jcruz@workforce-central.org). Nice to meet all of you and I look forward to working with all of you!
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- Linda Graves - Tacoma Pierce County Health Department, Marijuana Use Prevention
  - Linda Graves, Tacoma Pierce County HD Community outreach for covid vaccine education for folks with underlying health conditions. if you know or have any contacts please send my way at [lgraves@tpchd.org](mailto:lgraves@tpchd.org)