

Washington State



**OFFICE OF
EQUITY**

2024

OFFICE OF EQUITY

ANNUAL REPORT



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Accessibility

The Office of Equity (EQUITY) is committed to making its electronic and information technologies accessible to individuals with disabilities by striving to comply with the Americans with Disabilities Act and Washington State Office of the Chief Information Office (OCIO) USER-01, formerly known as Policy #188, and Website Content Accessibility Guidelines (WCAG) 2.0. We at the Office of Equity work to ensure our content, events, and website are accessible to people with disabilities.

Our practices are shaped by community feedback. Please let us know how you're finding our content so we can meet our audience's needs, and alert us to areas we can improve! Thank you for being with us on this journey.

Alternate Formats

Please email access@equity.wa.gov to request communication or language services free of charge, such as written information in other languages, or other formats (such as large print, Braille, audio, electronic, plain text).

Navigation Tips

You will find links embedded throughout the report to support documents that help you navigate more information about a particular topic.

Report Period

This report spans the time period July 1, 2023 through June 30, 2024. It covers internal office updates, systems change highlights, and major activities.

Message from the Director



Megan Matthews

It has been a pleasure to lead this team as the Director. This year we furthered the work by modeling the way, co-creating, and bringing accountability. We worked thoroughly to implement these practices throughout the enterprise, embedding equity into our systems to better serve Washingtonians.

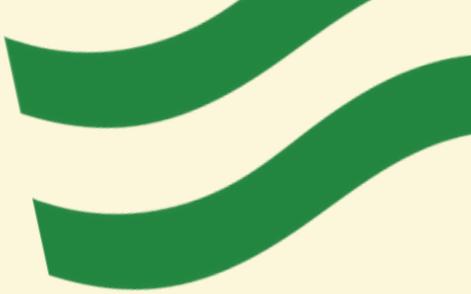
We have compiled this report to highlight these areas, showcasing where we have made an impact. We know more work is ahead of us, yet I am thrilled with the foundation we have laid and the partnerships we have built.

I want to thank my team and all our collaborators and thought and practice partners. With their support and the dedication of every staff member in the Office of Equity, I know we can continue this work and ensure our efforts are received and felt by all.

Washington for All,
Director Megan Matthews

A handwritten signature in black ink, appearing to read 'M. Matthews'.

Equity Overview



Introduction

Our office was established through legislation in 2020
[RCW 43.06D](#)

Vision

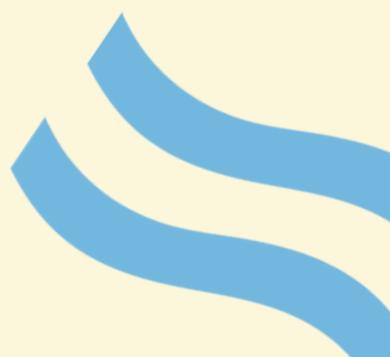
Everyone in Washington has full access to the opportunities, power, and resources they need to flourish and achieve their full potential.

Mission

Promote equitable access to opportunities, power, and resources across government that reduce disparities and improve outcomes statewide.

Message

We advance a Washington for All where state government leaves no one behind.



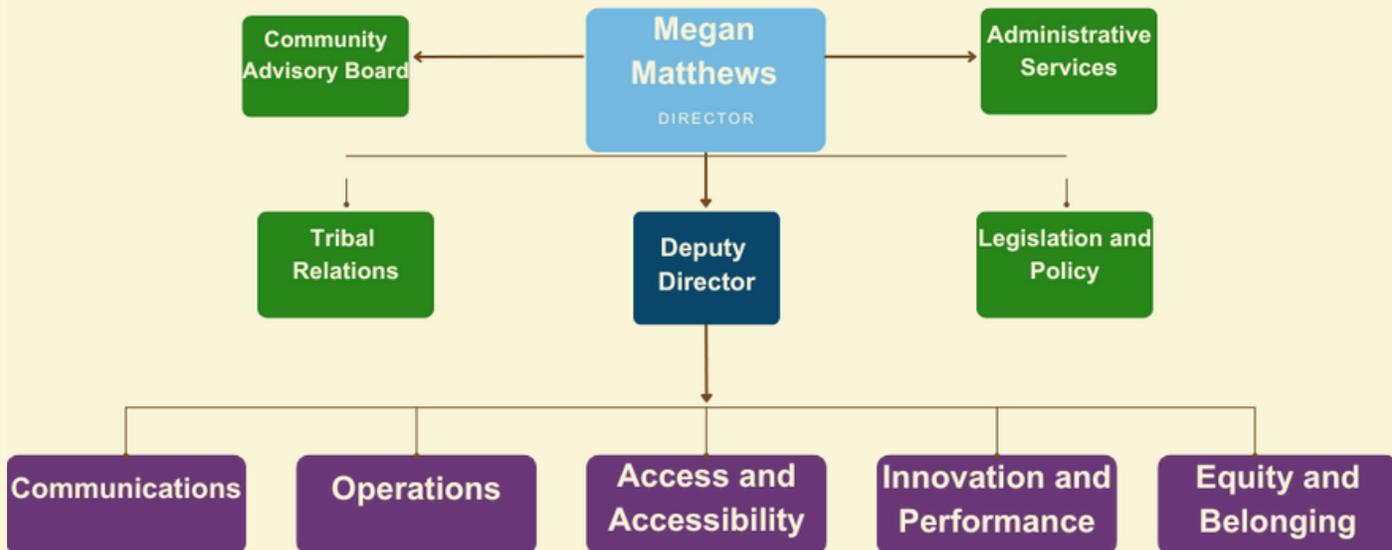
[Visit our website for more background.](#)

Office Updates

Internal Capacity Building

To truly advance a Washington for All, we established our first organizational chart and focused on getting fully staffed.

EQUITY ORGANIZATIONAL CHART



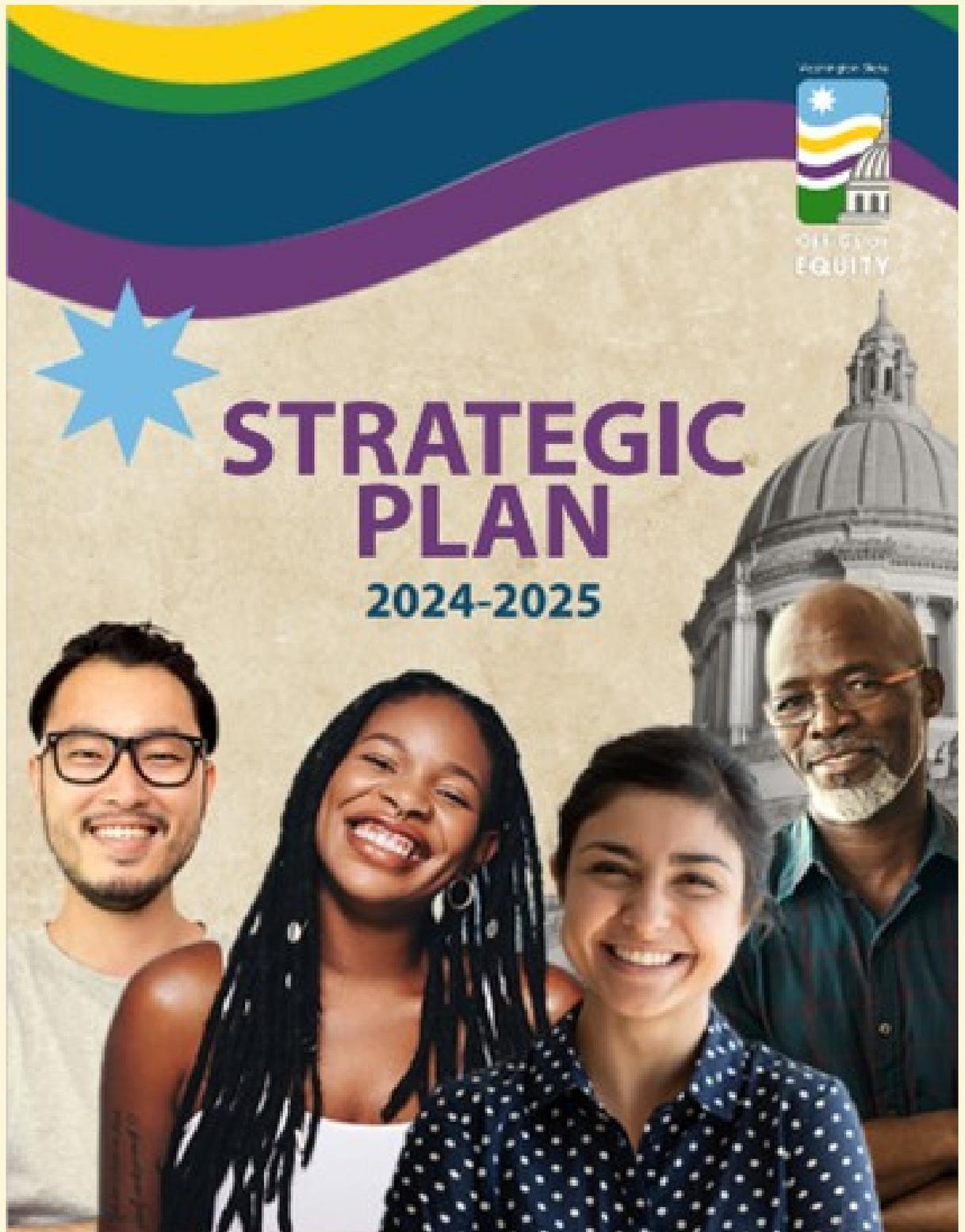
Our Team

This year we grew from 12 team members to 40! We are a truly diverse office and work intentionally to build an office culture that is welcoming to everyone.



Our Plan

We developed our first Strategic Plan to align office efforts and improve transparency of office actions and activities.



2023-2024 Systems Change Highlights

We advance systems change towards a Washington for All by:

Modeling the way

Co-creating

**Bringing
Accountability**

Modeling the way

We modeled the way to change the way government shares information with people. In May and June we partnered with the Washington State Department of Commerce to connect with “hard to reach communities”, or people who aren’t in government’s typical communications networks. We needed to inform these communities about the state’s digital equity efforts and resources so that all in Washington have access to affordable, open, and high-speed internet, have the technology to connect to the internet, and have the skill and ability to navigate the internet.

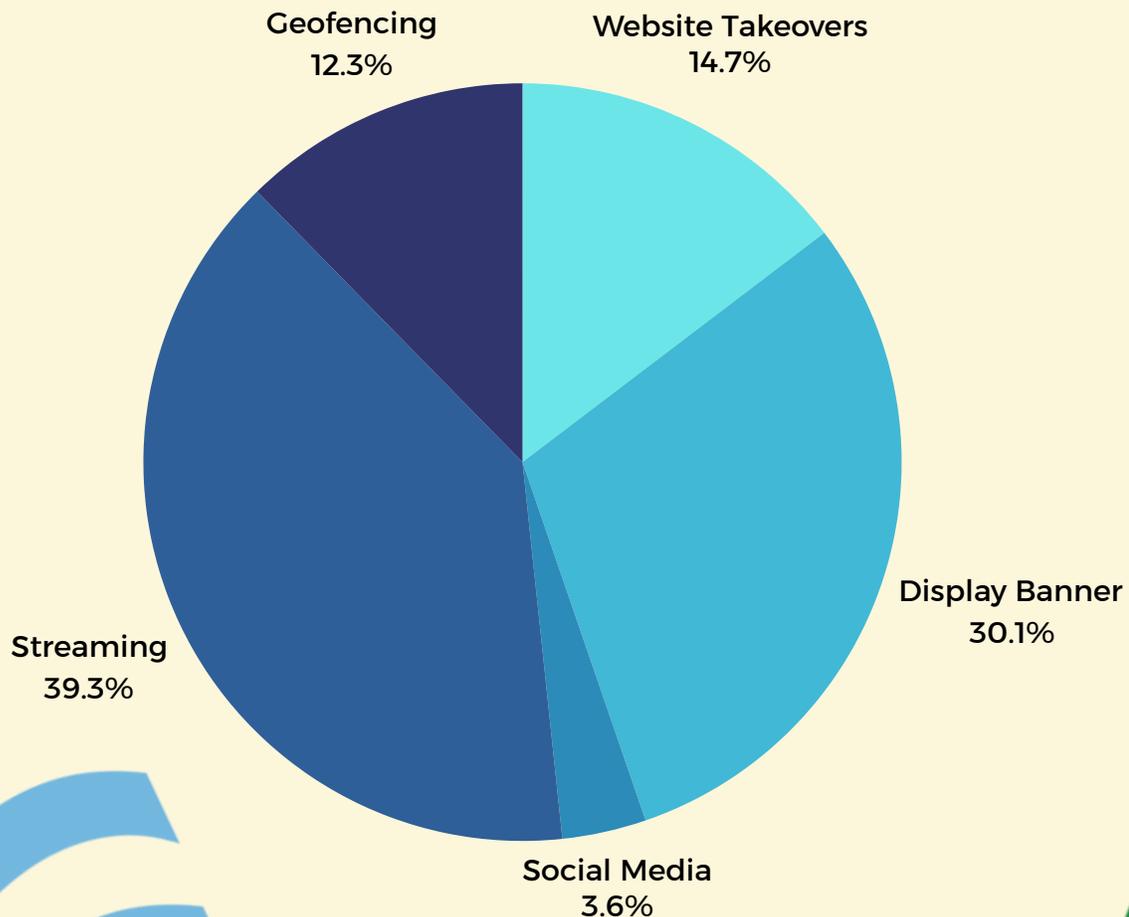
We used traditional and digital communication mechanisms to reach people. We sought people through intentional social media outreach, created videos and commercials, and activated awareness campaigns.

Modeling the way

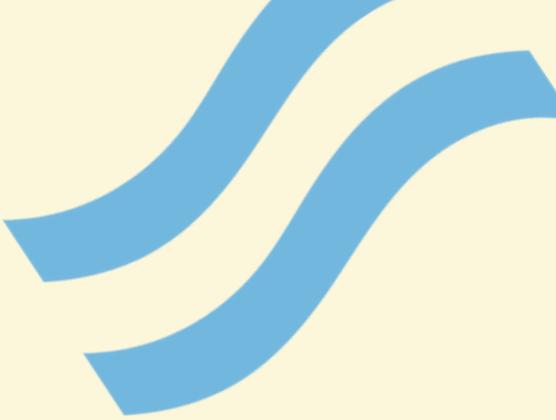
Through our efforts, we had astounding number of engagement and reach:

- 1.9M impressions for website home page takeovers
- 3.9M impressions of our advertising display banners
- 465k social media impressions
- 5.1M target streaming impressions
- 1.6M geofencing (GPS targeted for hard to reach communities) impressions

TOTAL of 6,357,380 impressions!



Co-Creating: Building Relationships & Convening Partners

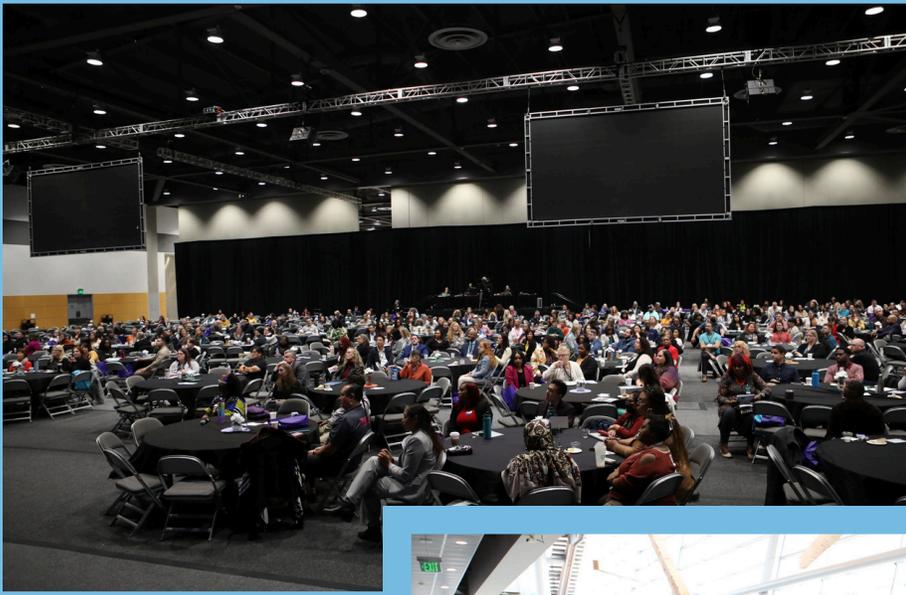


Annual Convening

EQUITY's 2023 Annual Convening's theme was "We the People". Roughly 800 people attended in person and another 623 joined online. We convened state employees and community organizations and members to build relationships, create a space for shared understanding and knowledge exchange, and spotlight community rooted solutions.

Many guests shared that they had never attended a government event like the Convening before. They also shared how the theme of "We the People" was more than a concept, it was a practical application of our mission. In government work that prioritizes equity, we must be guided by those we serve.





Co-Creating: Building Relationships & Convening Partners

State Contracting

Through our community engagement, we repeatedly heard how difficult it is for small businesses, especially micro businesses and businesses of color to navigate the state licensing and contracting systems. Supporting small businesses, helps stimulate our local economy, creates jobs, spurs innovation, and contributes to the economic security and stability of Washingtonians.

In May, we convened contracting and procurement professionals from several state agencies to discuss ways to improve the state's supplier diversity in contracting. State employees were excited to work together and determine how we could make our state contracting system fairer. We look forward to continuing this work with our state colleagues in the next reporting cycle.



Bringing Accountability



In accordance with Executive Order 22-04: Implementing the Washington State Pro-Equity Anti-Racism (PEAR) Plan & Playbook, we continue to build our framework for embedding PEAR in a manner to produce real change in how government operates. We developed our consultation process and began supporting all state agencies on their PEAR work. We also established a reporting cycle that sets agencies up for success.

2023				2024			
Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4
January - March	April - June	July - September	October - December	January - March	April - June	July - September	October - December
2023-2024 18-Month Performance Period							

2025				2026			
Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4
January - March	April - June	July - September	October - December	January - March	April - June	July - September	October - December
2025 12-Month Performance Period				2026 12-Month Performance Period			
Agency Prepares 23-24 Report				Agency Prepares 2025 Report			

We are excited to institutionalize the PEAR framework to make government more relational, people-focused, and collaborative. We believe shifting government to this new culture will create a more effective and accountable government and produce better outcomes for all in Washington.

Future Outlook

- Build out our accountability framework towards outcomes of the Determinants of Equity. This will help us track activities to outcomes so we can understand if government activities are improving outcomes and where we might need to adjust.
- Build out our innovative and comprehensive communications strategy to inform all in Washington about EQUITY's activities. Access to information is critical; we need better ways to actively seek Washington residents and inform them about the resources and opportunities available to them. Our goal is to develop a new model for communications that other agencies can use so government can communicate more effectively.
- Convene partners to work on our universal access plan. The plan will include language access and disability access with a goal of ensuring consistency across state systems for all in Washington.
- Continue work to improve access for small businesses to Washington's state contracting system.
- Continue collaboration to improve equity in Washington state's hiring practices and improve Washington's equity competency.

