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OVERVIEW

Executive Summary

The Human Relations/Diversity, Equity, and Inclusion Department began assuming official responsibilities for enforcing the City of Winston-Salem non-discrimination ordinances (NDOs) in January 2022. At that time, the department became staffed with two new employees whose primary areas of focus would be investigating and mediating employment and public accommodation complaints and providing outreach for the same.

Staff understands the importance of community outreach with respect to not only educating the community about these two new local legal protections, but also how such outreach will yield an increase of alleged violations of the legal protections provided by the new local ordinances. Outreach has included providing NDO overview training to organizations such as the Ministers Conference of Winston-Salem and North Star LGBTQIA+ Community Center.

Finally, staff has worked closely with the Non-Discrimination (NDO) Study Subcommittee, which is a subcommittee of the Human Relations Commission. The NDO Study Subcommittee, which pre-dated the hiring of the NDO staff, was appointed by the City Council to make recommendations regarding needed services and programs that could further enhance the City’s relationship with the LGBTQIA+ population.

The NDO division of the Human Relations/DEI staff continues to work hard on establishing an awareness and presence in city government and the community at-large. Through the website, social media, WSTV-13, trainings, and investigating/mediating NDO-based complaints, the impact and effectiveness of the new nondiscrimination ordinances will continue to grow.

NDO Staff

DraShonta Brinson, M.A.
Human Relations Analyst

Eleanore Tebbetts, J.D.
Human Relations Analyst
Nondiscrimination Ordinances

As of January 1, 2022, the Human Relations/Diversity, Equity, and Inclusion Department administers and enforces the Nondiscrimination in Public Accommodations Ordinance and the Nondiscrimination in Employment Ordinance (NDOs) for the City of Winston-Salem.

The Winston-Salem NDOs apply to people who belong to a protected class and who have experienced discrimination based on that protected class either

1. As an employee or prospective employee at an employment location in Winston-Salem, or
2. At a place of public accommodation in Winston-Salem.

Protected Classes of Person

The following classes are protected by Winston-Salem’s NDOs:

- Age
- Color
- Creed
- Disability
- Ethnicity
- Familial Status
- Gender Expression and Gender Identity
- Marital Status
- National Origin
- Political Affiliation
- Pregnancy
- Protected Hairstyles
- Race
- Religion
- Sex
- Sexual Orientation
- Veteran Status

Some classes may overlap with each other; for example, race may overlap with ethnicity, national origin, or protected hairstyles, and sex may overlap with sexual orientation, gender expression/identity, or pregnancy.
## Inclusion Plan

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Strategies</th>
<th>Action Items</th>
<th>Performance Measure</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish procedure for investigations</td>
<td>Refer to Charlotte’s NDO investigation flow chart</td>
<td>Create flow chart for W-S illustrating all steps of NDO investigation</td>
<td>Publish finished chart on NDO webpage</td>
<td>February 11</td>
</tr>
<tr>
<td>Establish standardized communication for complainants and respondents</td>
<td>Refer to Charlotte’s NDO investigation documents</td>
<td>Complete the following templates:</td>
<td>Have all necessary documents completed and approved before beginning awareness campaigns</td>
<td>February 4</td>
</tr>
<tr>
<td>Effectively track NDO investigations</td>
<td>Model tracking system after LTRACs system used for landlord/tenant investigations</td>
<td>Consult with IS to create tracking system</td>
<td>Have system in place before beginning awareness campaigns</td>
<td>February 11</td>
</tr>
<tr>
<td>Utilize other City departments to raise awareness of NDOs</td>
<td>Collaborate with IS and Marketing to leverage existing communication channels</td>
<td>1. Publish expanded NDO webpage on the Human Resources website</td>
<td>Publish information using one of these channels four times per quarter</td>
<td>Webpage published by February 11 Other items to begin by February 28</td>
</tr>
<tr>
<td>Raise local awareness of NDOs through word of mouth</td>
<td>Work with relevant local organizations</td>
<td>1. Identify local advocacy organizations related to the protected classes</td>
<td>Identify and contact four organizations per quarter</td>
<td>First contact to be made by February 28</td>
</tr>
<tr>
<td>Raise NDO awareness with those who lack internet access</td>
<td>Create and distribute printed materials with NDO information</td>
<td>1. Create flyers and/or posters and display them at community locations</td>
<td>Make printed resources available at 12 community locations per quarter</td>
<td>Printed materials to be completed by March 18</td>
</tr>
</tbody>
</table>
| Identify most effective methods of paid local advertising | Propose realistic budget to raise NDO awareness through paid advertising | Learn reach and approximate cost per view for the following:
1. Bus advertisements
2. Billboards
3. Mailings
4. Paid ads on social media | Publish 1 paid ad per quarter | First ad to be published by April 4 |
|---|---|---|---|---|
| Educate employers and stakeholders in the public accommodations sector | Work alongside NDO Subcommittee and other organizations that serve protected classes to develop inclusive and relevant training material | 1. Complete drafts of training materials
2. Finalize avenues through which training will be administered.
3. Market training to target audiences
4. Add training inquiry form to website | Survey participants after training to develop data on effectiveness and make amendments as necessary | First training to be conducted by April 4; trainings to be conducted monthly thereafter |
| Organize community events that educate members on NDOs | Host events in areas that are accessible and visible to marginalized groups | 1. Develop budget for events
2. Put together a list of vendors
3. Create flyers/advertisement for events and distribute | Evaluate the community’s response and attendance | TBD depending on COVID-19 levels |
OUTREACH

Outreach Calendar

March
3rd  Nondiscrimination Study Subcommittee Meeting
     4:00 p.m.
     Live streamed via the City’s YouTube Channel
24th  Human Relations Commission Meeting
     5:30 p.m.
     Live streamed via the City’s YouTube Channel
25th  City of Winston-Salem Career Fair
     9:00 a.m.
     Winston-Salem Fairgrounds
29th  HRD/HRC Statewide Meeting
     9:00 a.m.
     Zoom

April
7th   Nondiscrimination Study Subcommittee Meeting
     4:00 p.m.
     Live streamed via the City’s YouTube Channel
11th  NDO Training with North Star
     6:00 p.m.
     Zoom
19th  NDO Training with Ministers Council of Forsyth County
     11:00 a.m.
     Zoom
24th  Human Relations Commission Meeting
     5:30 p.m.
     Live streamed via the City’s YouTube Channel

May
5th   Nondiscrimination Study Subcommittee Meeting
     4:00 p.m.
     Live streamed via the City’s YouTube Channel
26th  Human Relations Commission Meeting
     5:30 p.m.
     Live streamed via the City’s YouTube Channel

June
2nd   Nondiscrimination Study Subcommittee Meeting
     4:00 p.m.
     Live streamed via the City’s YouTube Channel
18th  Juneteenth Celebration
     1:00 p.m.
     Bailey Park
18th  City of Winston-Salem PRIDE Festival
     11:00 a.m.
     Trade Street
23rd  Human Relations Commission Meeting
     5:30 p.m.
     Live streamed via the City’s YouTube Channel
Webpage

The Human Relations/DEI Department published an expanded NDO webpage in February 2022. This page provides an easy-to-understand overview of the ordinances, including explanations of who is protected, definitions of the 17 protected classes, an explanation of public accommodations, information detailing how to file a complaint, information on the complaint procedure, a comparison of the ordinances to existing state and federal law, and information about training opportunities.

The webpage is located at www.CityofWS.org/NDO.
Social Media

Beginning in February of 2022, Marketing on behalf of the Human Relations/DEI Department have put out a total of 25 posts on the City’s Facebook page concerning the NDOs. The intent behind these posts was to inform citizens that the NDOs have taken effect, provide a brief explanation of the NDOs, and direct followers to the website for more information. Those 25 posts accumulated a total of 525 comments as well as 81 shares.

Know your rights! As of Jan. 1, two new laws make it illegal to discriminate against Winston-Salem residents when it comes to employment and at stores, restaurants, hotels, theaters and other places of “public accommodation.” The city’s Human Relations/DEI Department is responsible for investigating and mediating complaints. Details, including helpful links, information about exceptions and an online complaint form, are available at www.CityofWS.org/NDO.

Non-Discrimination Ordinances are now in effect in Winston-Salem

- Public Accommodations
- Employment

Details at CityofWS.org/NDO
Flyers and Brochures

Protected Class Definitions

- Age: Age discrimination occurs when people are treated less favorably due to their age.
- Color: Color discrimination occurs when people are discriminated against based on the lightness, darkness, or other color attribute of their skin.
- Creed: A creed is a formal system of beliefs followed by a religious group.
- Disability: Disability means a physical or mental impairment which substantially limits one or more of a person’s major life activities.
- Ethnicity: Ethnicity refers to a person’s membership in an ethnic group based on shared physical and/or cultural characteristics and common ancestry.
- Familial Status: Familial status applies to the parents and custodial guardian of minor who live in the same home as such minors.
- Gender Expression: Gender expression refers to the external appearance of a person’s gender identity, including that person’s behavior, clothing, body dimensions, and voice.
- Gender Identity: Gender identity refers to a person’s inner sense of self as male, female, a blend of both, or neither, and includes how people perceive or reference themselves.
- Marital Status: Marital status refers to the state of a person’s relationship with a significant other and includes single, married, widowed, separated, and divorced.
- National Origin: National origin means a person’s actual or perceived discrimination related to that person’s place of birth or that person’s ancestors’ place of birth.

- Political Affiliation: Political affiliation refers to a person’s association with or support for a political party, political candidate, policies, and/or political cause.
- Pregnancy: Pregnancy refers to the period of time during which a person is growing a fetus, beginning with conception and ending at birth or any other type of termination.
- Protected Hairstyle: A protected hairstyle is any hairstyle, hair type, or hair color historically associated with race. Such hairstyles include, but are not limited to, braids, twists, locs, cornrows, cornrolls, and afros.

- Race: Race encompasses all of a person’s actual or perceived ancestry or physical or cultural characteristics associated with a certain race, such as skin color, hair texture or style, or certain facial features.
- Religion: Religion includes all aspects of religious observance and practice as well as belief.
- Sex: Sex refers to a person’s sexual orientation, gender identity, and/or gender expression.
- Sexual Orientation: Sexual orientation refers to a person’s actual or perceived emotional, romantic, or sexual attraction to other people, and includes, but is not limited to, homosexuality, heterosexuality, and bisexuality.
- Veteran Status: Veteran status applies to those who have served in the active military, naval, or air service.

These definitions serve as summaries only and are not meant to be all encompassing. Expanded definitions may be found at cityofws.org/info and in the rest of the ordinances.

City of Winston-Salem Guide to NDOs

As of January 1, 2022, the Human Relations/DEI Department administers and enforces the Nondiscrimination in Public Accommodations Ordinance and the Nondiscrimination in Employment Ordinance (NDOs) for the City of Winston-Salem.

Who do the NDOs protect?
The NDOs apply to people who belong to a protected class and who have experienced discrimination based on that protected class either

1. As an employee or prospective employee at an employer located in Winston-Salem, or
2. As a place of public accommodation in Winston-Salem.

What are the protected classes?

- Age
- Color
- Creed
- Disability
- Ethnicity
- Familial Status
- Gender
- Gender Identity and Gender Expression
- Marital Status
- National Origin
- Political Affiliation
- Pregnancy
- Protected Hairstyles
- Race
- Post Partum
- Sex
- Sexual Orientation
- Veteran Status

Definitions of these classes may be found on the reverse side of this brochure.

What is a place of public accommodation?

A place of public accommodation is any place, business or men, whose goods or services are available to the public. Such places include, but are not limited to, stores, restaurants, banks, transportation facilities, theaters, and stadiums. Hotels, clubs, membership organizations, and other establishments open to the public are included in this list as multiple occupancy housing, dorms, and changing facilities.

How do I file a complaint?

Complaints must be filed within 60 days of the alleged ordinance violation.

- You may download a complaint form at cityofws.org/info. If you do not have access to a printer, you may pick up a hard copy of the complaint form at our office on the first floor of City Hall (101 N. Main St.) in Suite 109.
- Once you have completed the form, you may submit it:
  1. Scan the completed form or take a photo of it with your smartphone and email it to kafkaing@cityofws.org.
  2. Deliver the form in person to our office.
- Mail the form to the following address:
  City of Winston-Salem Human Relations/DEI Department
  205 W. 3rd Street
  Winston-Salem, NC 27101

NDQ Complaint Procedure

The Human Relations/DEI Department will investigate the allegations made in the complaint and make a determination within 60 days whenever possible. The next steps depend on the outcome of this investigation. Refer to the chart for more information.

Training Opportunities

The Human Relations/DEI Department is currently developing the training modules covering the NDOs and the 17 protected classes for businesses, organizations, and individuals in Winston-Salem. If you would like to receive training, visit cityofws.org/info and fill out the interest form.

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As of March 8, 2022, the following message can be heard when calling City Link:

“Know your rights! As of January 1, two new laws make it illegal to discriminate against Winston-Salem residents when it comes to employment and at stores, restaurants, hotels, theaters, and other places of public accommodation. The city’s Human Relations/DEI Department is responsible for investigating and mediating complaints. Details, including helpful links, information about exceptions. and an online complaint form, are available at www.CityofWS.org/NDO.”

City Link’s goal is to improve citizens’ access to information and non-emergency city services, while delivering excellent customer service.
## TRAINING

**Training Schedule**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Projected Training Date</th>
<th>Contact</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ministers Conference of Forsyth County</td>
<td>April 2022</td>
<td>Pam Peoples Joyner</td>
<td>Completed</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="mailto:pam.peoplesjoyner@gmail.com">pam.peoplesjoyner@gmail.com</a></td>
<td></td>
</tr>
<tr>
<td>NorthStar</td>
<td>April 2022</td>
<td>Jake Gellar-Goad</td>
<td>Completed</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="mailto:jakegoad@gmail.com">jakegoad@gmail.com</a></td>
<td></td>
</tr>
</tbody>
</table>

Training courses are held on the first and third Tuesdays of the month.
Materials

Non-Discrimination Ordinances

DraShonta M. Brinson, M.A.
Human Relations Outreach Specialist
City of Winston-Salem Human Relations/DEI Department

What's on the menu for lunch today?

As of January 1, 2020, the Human Relations, Diversity, Equity, and Inclusion Department administered and enforced the Non-Discrimination in Public Accommodations Ordinance and the Non-Discrimination in Employment Ordinance (NDOs) for the City of Winston-Salem.

Who's Protected?

Residents of Winston-Salem who belong to a protected class and who have experienced discrimination based on that protected class either:
1. As an employee or prospective employee for an employer in Winston-Salem
2. At a place of public accommodation in Winston-Salem.
- Age
- Color
- Creed
- Disability
- Ethnicity
- Familial Status
- Gender Expression and Identity
- Marital Status
- National Origin
- Political Affiliation
- Pregnancy
- Protected Hairstyles
- Race
- Religion
- Sex
- Sexual Orientation
- Veteran Status

Political Affiliations: a person's membership in or support for a political party, political candidate, political action committee, or political action group.

Political Affiliation: a person's association with or support for a political party, political candidate, political action committee, or political action group.

- Pregnancy: The period of time during which a person is giving birth.

Winston-Salem Human Relations/DEI Department

Types of Employment Discrimination

- Disparate Treatment
  - Disparate treatment occurs when an employer intentionally treats one class of employees differently than it treats other classes of employees.
  - Example: A restaurant that intentionally treats white employees differently than it treats black employees.

- Disparate Impact
  - Disparate impact occurs when a policy or practice that is facially neutral impacts one class of employees differently than it impacts other classes of employees.
  - Example: Although a company's hiring policy states that applicants must be at least 21 years old, it disproportionately affects Hispanic employees, who are typically younger than 21.

What are some examples of Employment Discrimination that you have observed?

To be eligible for benefits, a person must be a full-time employee working a minimum of 20 hours per week.
Public Accommodations Discrimination

What is place of Public Accommodation?

Place of public accommodation is defined as any place:
- Where the public is customarily allowed to gather, such as schools, hospitals, parks, and libraries.
- Where the public is customarily invited to gather, such as hotels, restaurants, theaters, and sports arenas.

Avoiding colorblind policies:
- Focus on inclusion and accessibility.
- Ensure policies are visible and accessible to the public.

What’s Prohibited?

It shall be unlawful for any person to discriminate against any individual in any place of public accommodation based on race, color, religion, sex, national origin, ancestry, age, or handicap.

Complaint Process

Contact

Wanda Allen-Alape, J.D. - Department Director
DeziShanta Elikason, M.A. - Human Relations Outreach Analyst - NDO
Essene Tabbata, J.D. - Human Relations Analyst - NDO

Trained to provide further training:
- Deborah Bitaire, deborah@just警务.com
- Trina G. Thomas, trinam@just警务.com

To file a complaint:
- Karlyn Duncan, karlyn@just警务.com
- Visit状警务.com/complain