



Winston-Salem

HUMAN RELATIONS/
DIVERSITY, EQUITY,
& INCLUSION

NONDISCRIMINATION STUDY SUBCOMMITTEE

Sexual Orientation, Gender
Expression, & Gender Identity

Recommendations for
the City of Winston-Salem

June 2022



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ABOUT THE NONDISCRIMINATION STUDY SUBCOMMITTEE

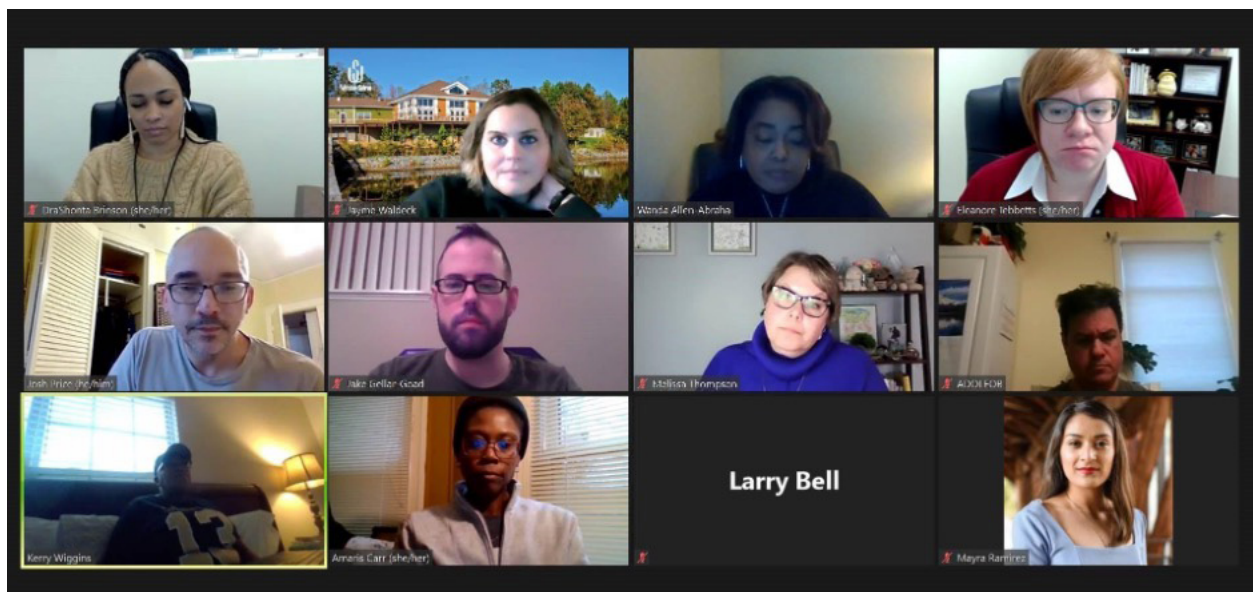
The Nondiscrimination Study Subcommittee is an ad hoc sub-committee of the City of Winston-Salem Human Relations Commission. Its goal is to advise the HRC and City Council on critical issues and opportunities facing the LGBTQIA+ community and recommend policies and procedures that will advance social and economic equality for the LGBTQIA+ community.

Committee members must belong to the LGBTQIA+ community, reside in Winston-Salem, and commit to attending at least 75% of regularly scheduled monthly meetings.

Members:

Leigh Benfield
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Jerry Morin
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Co-Chairs: Human Relations Commissioners Josh Price and Melissa Thompson



Committee members meet with Human Relations/DEI staff on Zoom

EXECUTIVE SUMMARY

Key provisions of House Bill 142 ended in December of 2020 which allowed for municipalities across North Carolina to enact local nondiscrimination policies as they relate to matters of employment and public accommodation.

After extensive review and valuable input from the City Attorney's office, Winston-Salem passed such measures with a [unanimous vote](#), joining other cities and counties across the state which had adopted similar measures. Although these non-discrimination ordinances are broad and inclusive, featuring 17 protected classes, they are particularly salient to the LGBTQIA+ community. The origin and purpose of House Bill 142, and its predecessor legislation House Bill 2, arose from an attempt to block efforts meant to protect the LGBTQIA+ community against discrimination.

Community support for the Winston-Salem non-discrimination ordinance was demonstrated locally by over 500 messages sent to the city council in support of such measures. Groups supporting these measures included the Winston-Salem-based [Non-Discrimination Ordinance Coalition](#) as well as North Carolina-based LGBTQIA+ equal rights groups including [Equality North Carolina](#) and the [Campaign for Southern Equality](#). The NDO Coalition in particular canvassed over 100 local businesses and organizations to increase awareness and support for the ordinances under consideration. Letters to the editor were written and speakers utilized city council meeting public comment periods to express support for these measures as well.

As a part of passing the Winston-Salem non-discrimination ordinances, the City Council of Winston-Salem also established the ad hoc NDO Subcommittee housed under the Winston Salem Human Relations Commission. The NDO Subcommittee includes members of the local LGBTQIA+ community and two representatives from the Winston Salem Human Relations Commission.

Over a period of months of examining the needs of the local LGBTQIA+ community, benchmarking against other municipalities with policies supporting the LGBTQIA+ community, and reflecting on the NDO more broadly, the subcommittee developed a series of recommendations for consideration by the city. These recommendations focused on the areas of housing, economic mobility, outreach and visibility, city facilities, and social services. This report details the recommendations as to how the City of Winston-Salem can better serve the LGBTQIA+ community and those protected by the non-discrimination ordinances to truly make Winston-Salem a more welcoming space for everyone to live, work, and prosper.

RECOMMENDATIONS | HOUSING

- 1. Offer LGBTQIA+ competency training for shelters, apartment management companies, landlords, and tenants. Utilize [The Safe Zone Project trainings](#) as a starting point.

Peer Examples

These types of trainings are often provided at the statewide level, although some cities, such as Atlanta, have developed their own materials.

- [Atlanta, GA training materials](#)
- [New York mandates that organizations working with homeless youth undergo LGBTQIA+ competency training.](#)
- [New Jersey provides an LGBTQIA+-centric training program, ICARE, for homeless shelter providers.](#)
- [Connecticut training materials](#)

Performance Measure

Offer at least three trainings per quarter.

- 2. Create a recognition program for businesses, shelters, and any other housing-related entities that participate in City non-discrimination trainings. Issue stickers, plaques, or certificates that participants can put up to visually demonstrate their commitment to welcoming LGBTQIA+ community members.

Peer Examples

Similar recognition programs are often run by chambers of commerce or local advocacy programs, although the City of Huntington, WV, operates its own program.

- [Huntington, WV's Open to All Campaign](#)
- [The Wisconsin LGBTQ Chamber of Commerce's "Welcome & Inclusive" campaign](#)



- [Boynton Beach, FL's Inclusion Works Business Recognition Program](#) (for disability inclusion)
- [North Star LGBTQIA+ Center's Rainbow Directory](#) (included as an example of how to list businesses in the recognition program online)

Performance Measure

Recognize at least three businesses, shelters, or other entities per quarter.

3. Dedicate funding for outreach to the local LGBTQIA+ population, specifically targeting LGBTQIA+ youth, to increase inclusionary awareness of available beds, shelters, and other transitional housing services.

["Studies find that between 20% and 45% of homeless youth identify as LGBTQIA+."](#)

According to [Gallop polling](#), "the proportion of LGBT Americans should exceed 10% in the near future."

Peer Examples

This is an area of need in which many cities fail. However, some progress is being made:

- [Atlanta, GA, is a model city in providing housing for LGBTQIA+ youth.](#)
- [Due to a recent legal settlement, New York City must provide dedicated, separate housing as an option for homeless trans and gender non-conforming people in city shelters.](#)

Performance Measure

Perform outreach at least once per quarter.

4. Promote awareness of Non-Discrimination Ordinances through mailings/newsletters.

RECOMMENDATIONS | ECONOMIC MOBILITY

- 1. Recognizing that various municipalities across North Carolina with non-discrimination ordinance measures have employed a variety of enforcement mechanisms, we recommend a periodic review of any data related to the non-discrimination ordinances’ effectiveness and utilization, in order to evaluate whether the enforcement measures need strengthening in relation to matters of employment and public accommodation.

Performance Measure

Review NDO-related data and make necessary changes to enforcement measures at least once per year.



- 2. We recommend the city review any existing economic mobility/support-related programs and offer additional intentional outreach to local LGBTQIA+ communities and organizations (e.g. [WS PFLAG](#), [North Star](#), [Out at the Movies](#), [Queer Winston-Salem](#), [WS Pride](#), [5th Ave Alliance](#), [The Pride Show](#), [LGBTQIA+ student clubs/offices](#) at local colleges/schools, etc.) to ensure they are fully aware of these opportunities.

Performance Measure

Offer outreach to at least one organization per quarter.



RECOMMENDATIONS | OUTREACH/VISIBILITY

- 1. **Paint a Progress Pride Flag crosswalk at the intersection of Trade and 6th Streets to symbolize the City’s support of the LGBTQIA+ community.**

Peer Examples

Not only do many large cities have such crosswalks, but so do many small Southern cities:

- [Lexington, KY](#)
- [Carrboro, NC](#)
- [Virginia Beach, VA](#)
- [Morgantown, WV](#)
- [Charleston, WV](#)
- [Covington, KY](#)



Performance Measure

Crosswalk to be completed by June 1, 2023. Thereafter, maintenance should be performed at least once quarterly.

- 2. **Pursue a 100% municipal rating score from the Human Rights Campaign by enacting other recommendations in this report.**

Peer Examples

Greensboro, Chapel Hill, and Durham have all achieved scores of 100%. Their detailed ratings can be found at the links below:

- [Greensboro](#)
- [Chapel Hill](#)
- [Durham](#)

Performance Measure

Achieve a score of 100% by 2027.

- 3. **Recognize and honor [local LGBTQIA+ historic sites](#) through a collaboration of the Human Relations Commission and the Historic Resources Commission.**



We recommend the city offer funding to support this work (e.g. recognizing local LGBTQIA+ historic sites with plaques). Options include looking at programs like the [Rainbow Plaques](#) project, partnering with local universities (LGBTQIA+ offices and professors) to help recognize this history, and looking to other cities doing this kind of work (e.g. the [Raleigh LGBTQIA+ Historic Context Study](#)).

Peer Examples

The National Register of Historic Places has only recently begun to recognize LGBTQIA+ historic sites. In turn, cities and states are beginning to do likewise:

- [The City of Raleigh has hired a historian to help identify and recognize LGBTQIA+ sites in Raleigh.](#)
- [The Montgomery County \(Maryland\) Historic Preservation Office Is undertaking an architectural survey and archival research of sites associated with LGBTQIA+ communities and leaders in Montgomery County.](#)
- [The Virginia Department of Historic Resources commissioned a survey of LGBTQIA+ architectural resources in Richmond.](#)

Performance Measure

Initiate collaboration by June 2023. Thereafter, nominate at least one LGBTQIA+ site for local landmark status per year (every four quarters).

4. **Participate in national days honoring protected classes such as the Trans Day of Visibility (March 31), Coming Out Day (October), and the Trans Day of Remembrance (November).**

Peer Examples

Cities around the country recognized these days:

- [Hoboken, NJ](#)
- [Reno, NV](#)
- [West Hollywood, CA](#)

Performance Measure

Recognize at least three national days per year.

5. **Recognize June Pride Month by flying pride flags throughout downtown and/or at City Hall throughout the month of June (as done by numerous cities across the state and country), and by continuing the tradition of the Mayor and City Council issuing an annual June Pride Month proclamation.**

RECOMMENDATIONS | CITY FACILITIES

- 1. **Increase availability of gender-neutral restrooms by (1) converting all single-occupancy toilet stalls in City parks to gender-neutral stalls, (2) making all newly built single-occupancy park restrooms unisex, and (3) ensuring all City facilities have at least one gender-neutral restroom.**

Peer Examples

Towns and cities across the country are increasingly converting single-occupancy restrooms into unisex restrooms.

- [Montclair, NJ \(and several other NJ towns\), passed a law requiring all single-occupancy restrooms in businesses and municipal buildings to be unisex.](#)
- [Cincinnati passed a law requiring all single-occupancy restrooms in public places be unisex.](#)
- [Atlanta is converting 100+ single-occupancy restrooms in city facilities into unisex restrooms.](#)
- [Portland converted 600 single-occupancy restrooms in city facilities into unisex restrooms.](#)
- [California law requires that all single-occupancy restrooms in any business establishment, place of public accommodation, or government agency be unisex.](#)



Performance Measure

Convert three single-occupancy toilet stalls per quarter.

RECOMMENDATIONS | SOCIAL SERVICES

- 1. **Work with local long term care facilities to make them LGBTQIA+-friendly, then have facilities that qualify [listed with the Human Rights Campaign](#).**

Peer Examples

North Carolina has [eight listed facilities](#):

- Givens Estates in Asheville
- Givens Gerber Park in Asheville
- Givens Highland Farm in Black Mountain
- Carolina Meadows in Chapel Hill
- Aldersgate in Charlotte
- The Fountains at The Albemarle in Tarboro
- Givens Great Laurels in Waynesville



Performance Measure

Make contact and offer to work with at least one facility per quarter.

- 2. **Share SAGE (Services & Advocacy for LGBT Elders) resources on the City’s webpage for seniors: <https://www.cityofws.org/1919/Seniors>**

Performance Measure

Add SAGE resources to Seniors page by August 2022. Update resources at least once per quarter.

- 3. **Share information on local LGBTQIA+-friendly social service organizations such as North Star LGBTQIA+ Center and Family Services Forsyth County on the City’s webpage.**

Peer Examples

Although most resource listings such as this are provided by local advocacy organizations, some cities do provide their own LGBTQIA+ resources page:



- [Raleigh, NC](#)
- [Atlanta, GA](#)
- [Irvine, CA](#)
- [Portland, OR](#)
- [Evanston, IL](#)

Performance Measure

Add a general LGBTQIA+ resources page by September 2022. Update page at least once per quarter.

- 4. Use the city's marketing and outreach capabilities to actively make local LGBTQIA+ populations aware of vacancies on all of the local municipal boards and commissions, and inform them how joining and participating in these entities works.**

Performance Measure

Offer outreach at least once per quarter.

CONCLUSION

Special Acknowledgements

The NDO Study Subcommittee members greatly appreciate the opportunity to work with the Human Relations Commission, City Council, and Human Relations/DEI staff on this historic effort. While the members of this committee understand that the Nondiscrimination Ordinances cover 17 protected classes of persons, we are particularly appreciative of the fact that the LGBTQIA+ community has been provided with this unprecedented opportunity for input and guidance. We believe that the contents of this report accurately reflect the positive progression of the direction and demographics of the Winston-Salem community.

We would like to especially thank the NDO Community Group and all of the interested supporters throughout the state of North Carolina. Last but not least, we would like to particularly thank City Council Member Kevin Mundy and Mayor Pro Tempore Denise D. Adams, and City Attorney Angela Carmon for their diligent and hard work on researching, drafting, and leading the passage of the Nondiscrimination Ordinances.