Multicultural Outreach with Community Liaisons
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Introduction
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City of Tukwila

Tukwila Snapshot
Incorporated in June of 1908, the City of Tukwila has 9.6 square miles of land area, a population of approximately 19,107 residents, employment of approximately 42,000 jobs, and over 100,000 employees and customers during the daytime.

Tukwila Statistics
Housing Stock
- 55% Multi-family, 45% Single Family
- 60% Rentals, 40% Owner occupied

Population
1/3 Foreign Born
43% Speak a language other than English
80+ languages spoken by students in our school district

Poverty
24% Below the Poverty Line (up 300% from 2000)
77% of students on free or reduced lunch

Strategic Plan Adopted 2012

Reaching Out to the Community
- Steering/Staff Committees
- Website, handouts, announcements, flyers
- Community Survey (online/printed)
- Straw polls at community events
- Small group discussions by community leaders
- Targeted engagements (school family nights, open houses, neighborhood meetings)
What We Heard from Stakeholders

- Continue to advocate for vulnerable populations
- Collaborate with service providers
- Strengthen the City’s ability to engage with communities that don’t participate in traditional formats (think outside the “box”)
- Build connections among the many communities in the City

The Importance of Partnerships

- School Districts
- Non-Profits
- Service Providers

What are the largest unreach/underrepresented groups in your City?

Creating Great Communities & Conserving Great Lands

Forterra supports prosperous and healthy communities and conserves natural and working landscapes in Washington’s central Cascades and Olympic regions.

Community Engagement Continuum

(adapted from King County Community Engagement Guide, 2011)
2012 Research & Design

1. Research
2. Interviewed City employees and community orgs
3. Formed an interdepartmental team
4. Identify community groups

Finding Community Partners

Identify community groups
Build on existing partnerships and create new ones
- Community-based organizations
- Faith-based organizations
- Schools, Colleges, Universities
- City relationships – explore from within
- Community leaders and trusted advocates

Program Vision

City of Tukwila

Global to Local

Forterra

Program Vision
Pilot Project

- City team
- Pilot project
- Identify, hire and mentor liaisons
- Train liaisons
- Community Outreach
- Community event
- Celebration & evaluation
- Report back

Questions

1. If you were going to start a city team to oversee the program development, who would you invite?

2. Part of the liaison program development involved the city doing cultural competency, equity and diversity trainings to be prepared to be in relationship with ‘new’ communities. On the scale of 1 to 10 where is your city in their readiness to commit to internal work. (1 = not ready; 10 = already doing it)

Community Connector
Osman Egal

Community Partner
Alma Villegas
Global to Local

Why Global to Local?

- Proven Global Health Strategies = Applied Locally
- Community Health Promoter & Leadership programs already positioned to identify, support and mentor community leaders
- Other G2L projects = Complement & enhance community leader mentorship

Why Use Connectors?

- Community representatives who:
  - Provide access via existing relationships
  - Speak the language
  - Understand the culture
- Provide input on cultural relevance and language of information gathering tools & methods
- Advice on how to design community events
- Foster turn out at community events
Preparing Connectors

Connectors received:
- Training on Internal & External City Departments & Systems
- Tool binder with project inserts and other resources
- Commitment agreements to sign
- Stipends
- Ongoing mentorship support from G2L Staff
- Additional professional development opportunities available via city and/or partner organizations
- Participation in project debrief and evaluation process

Liaisons chose interviewees from their communities
- Focus on Latino, Somali, Burmese, Eritrean and Arabic groups
They used the opportunity to gather contact information and invite people to the Community Conversation meetings
Survey results focused the questions for the Community Conversation meetings

Survey Results

Post Project Connectors Continue to Add Value

- Established firmer relationship between city and connectors (i.e. community members/council interactions)
- Connectors learn city structure and processes and establish foundation for future city project engagement
- Connectors act as liaisons to city departments and processes
- Connector input helpful for future improvements on projects
- Other cities have reached out and are using similar models in engaging underrepresented communities

Question

1. What upcoming projects in your community might benefit from a community liaison program?

Community Connector

Reina Blandon

Outreach

Nora Gierloff
City of Tukwila

Comprehensive Plan Update chosen for pilot project
- Effort to involve our underrepresented immigrant and refugee residents
Focus on gathering input on
- Housing
- Tukwila International Boulevard Neighborhood
- Healthy Food Access
In Person Survey

Staff developed a mix of multiple choice and open ended questions
• Notes explained why we asked each question

Community Conversation Meetings

2 Events with Different formats but the same questions
• Weekday Evening
• Saturday Morning

Community Conversation Meetings

Remove Barriers to Attendance
• Provide Food
• On site Childcare
• Interpretation/Translation into Target Languages
See Handout for our Checklist/Lessons Learned

Explain the Goals for the Meeting

Types of Input – Visual Preference
• Translated Directions but Images Speak for Themselves

Set Ground Rules for the Meeting
15.1.15 Strengthen Comp Groups
15.1.16 Use making foster staff recruitment, diverse populations participate techniques and varied diverse communities hand. Council and everyone lists their plans diverse commissions and other groups. Expand the linguistic and cultural competencies of the City Council, staff commissions and other City representative groups through recruitment, training and hiring.

Adopt engagement strategies, such as Community Conversations and Council Chat. Connect City staff and elected officials with residents of various areas in the community to engage in meaningful dialogue with diverse cultures.

Use and expand the capability to connect regularly on various issues with diverse communities and groups via Community Connections or a similar mechanism.

Comp Plan Policies about Food Access
15.9.1 Provide healthy and culturally-appropriate food and beverages in City programs and facilities to promote healthy eating habits.
15.9.2 Encourage locally-based food production, distribution and choice through urban agriculture, community gardens, farmers markets and food access initiatives.
15.9.3 Encourage farmers markets, farmstands and other non-storefront sellers of food to accept WIC/SNAP benefits and “Double Your Bucks” programs.
Next Steps

- City, Partners and Connector presentation at City Council and Commission meetings
- 2nd Phase of project involves community report back events – Fall 2014
- Project sustainability via future project opportunities for connectors - 2015-16
- Internal city systems education and commitment on how to genuinely engage underserved populations continues

Question

1. Thinking about how your city currently hosts community events, what is one thing you could do to increase accessibility? For example childcare, food, time of day, location, or interpretation.

Questions?

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