

Multicultural Outreach with Community Liaisons

APA Washington Conference
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City of Tukwila Forterra Global to Local




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



Question

- What are the largest unreached/underrepresented groups in your City?

Community Connector Helber Moo



Forterra

Becca Meredith

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.



Program Development



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



2012 Research & Design



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



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    graph TD
      CityOfTukwila((City of Tukwila)) --> Forterra((Forterra))
      Forterra --> GlobalToLocal((Global to Local))
      GlobalToLocal --> CityOfTukwila
  
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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

Survey Results

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

Tukwila Comp Plan Survey	Latino	Somali	Burmese	Eritrean	Arabic	Other													
Number of surveys	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
Response rate	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%
Demographic	25%	15%	10%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Age	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%
Gender	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Ethnicity	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%
Income	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%
Education	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%
Home Ownership	55%	55%	55%	55%	55%	55%	55%	55%	55%	55%	55%	55%	55%	55%	55%	55%	55%	55%	55%
Language	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%
Other	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%

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

2. Why do you live in your neighborhood in Tukwila? Check all that apply.

<input type="checkbox"/> I like my house/apartment	<input type="checkbox"/> Close to family
<input type="checkbox"/> Close to stores and restaurants	<input type="checkbox"/> Cost
<input type="checkbox"/> Close to bus/light rail	<input type="checkbox"/> Close to work
<input type="checkbox"/> Close to mosque/church	<input type="checkbox"/> Close to school
<input type="checkbox"/> Close to people from my country	<input type="checkbox"/> Other _____

Please tell us what qualities of your neighborhood are most attractive and whether we can help support neighborhood strengths to encourage people to live here for a long time.

3. How has your neighborhood changed in the last five years?

- What changes are you most pleased about?
- Most dissatisfied by?

We ask this to understand recent changes to your neighborhood.

Community Conversation Meetings

2 Events with Different formats but the same questions

- Weekday Evening
- Saturday Morning

WE WANT TO HEAR FROM YOU! JOIN US IN A TUKWILA COMMUNITY CONVERSATION

Come to discuss:

- Neighborhoods
- Housing
- Tukwila International Boulevard
- Access to Food

LISTEN to the Community Outreach Report
SHARE why you care about your neighborhood
LEARN how the City's preparing for the Comp Plan Update

THURSDAY, MARCH 6
Meeting time: 5:30-8:00pm
 Showalter Middle School Cafeteria
 4628 South 14th Street, Tukwila

SATURDAY, MARCH 8
Drop-in: Between 9:30-11:30am
 Tukwila Community Center
 Social Hall
 12424 - 42nd Avenue S, Tukwila

Both sessions cover (the same information):

- Spanish, Somali, Arabic, Tingra, Amharic and Business interpretation provided
- FREE dinner and childcare

During 2014 these topics will be covered:

- Housing
- Tukwila International Boulevard
- Residential Neighborhoods
- Community Image
- Association
- Economic Development
- Parks
- Rules and Responsibilities
- Tukwila South

To help us plan for food and childcare, \$100s are appreciated (but not required). Call 206-431-3463, or email CompPlanUpdate@TukwilaWA.gov

Find more Comp Plan information at TukwilaWA.gov/CompPlan.html



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



Set Ground Rules for the Meeting



Types of Input – Visual Preference

Visual Preference Voting

- Translated Directions but Images Speak for Themselves



Types of Input
– One Word About Tukwila

Give Everyone a Chance to Speak



Words Used at Meeting to Describe Tukwila



Types of Input
– Moderated Groups

Groups of 8 to 10 around a table

- Staff Facilitator/Recorder and Interpreter
- Set List of Questions



Meeting Outcomes
– Community Building

- 180 community members attended, a City record
- Eight language groups represented
- Mix of new and long time residents
- Increased attendance at other Comp Plan Meetings and Hearings



Meeting Outcomes
– Policy Direction

Comp Plan Polices that Reflect Public Input

- 15.1.15 Strengthen the City's ability to **engage with diverse populations** within the community, particularly those that do not participate in traditional formats, by using a variety of participation techniques to reach all segments of the population, where appropriate, at a suitable level of involvement and effort for the issue at hand.
- 15.1.16 **Build meaningful connections** between the City and the diverse communities that make up the broader Tukwila community to foster their participation and involvement in City affairs, and decision-making processes.
- **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 Chats that bring City staff and elected officials out into varied sites 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 Connectors or a similar mechanism.

Meeting Outcomes
– Policy Direction

Comp Plan Policies about Food Access

- Goal 1.9 A healthy community where active living and **access to affordable, culturally-appropriate and nutritious food** is available to all.
- 1.9.3 Provide **healthy and culturally-appropriate** (e.g. Halal, non-pork, vegetarian) food and beverages in City programs and facilities to promote healthy eating habits.
- 1.10.1 Explore incentives or regulatory changes to encourage location of **healthy food purveyors in underserved areas**.
- 1.10.2 Encourage **locally-based food production**, distribution, and choice through urban agriculture, community gardens, **farmers markets** and food access initiatives.
- 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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- Alma Villegas Alma@globaltocal.org
- Nora Gierloff Nora.Gierloff@tukwilawa.gov