

Seattle Votes

Survey

Results

Recommendations

April 20, 2018

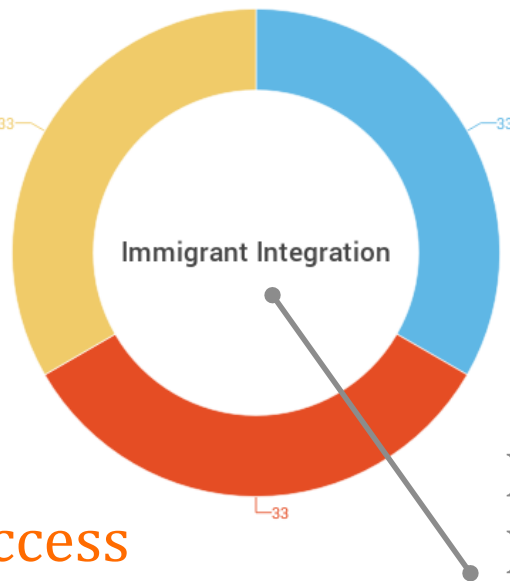


Seattle
Office of Immigrant
and Refugee Affairs

OIRA Framework

Four Rails of Immigrant Integration

Citizenship
and Civic
Engagement³³



English as
a Second
Language
(ESL)

Language Access

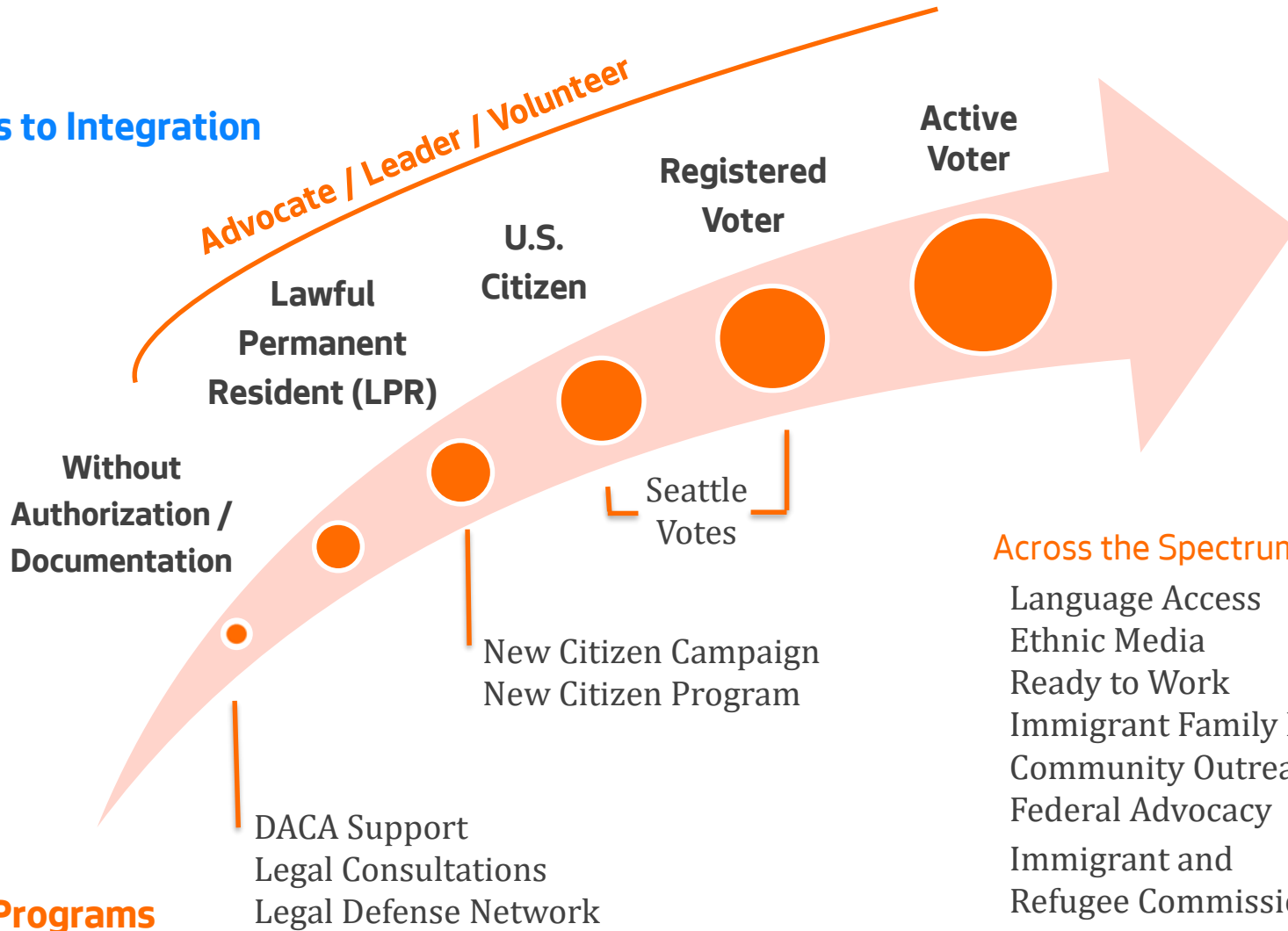
Protecting
Residents and
Workers



Immigrant Integration Spectrum

Steps to Integration

Advocate / Leader / Volunteer



Across the Spectrum

- Language Access
- Ethnic Media
- Ready to Work
- Immigrant Family Institute
- Community Outreach
- Federal Advocacy
- Immigrant and Refugee Commission

OIRA Programs

Task Force Recommendations

1. Improve civic engagement of immigrant communities.
(Seattle Votes Campaign)
2. Address the language needs of new American voters.
3. Ensure that neighborhoods with high concentrations of immigrants have readily accessible ballot drop boxes.
4. Advocate on behalf of immigrant communities.
5. Develop and fund comprehensive civic education for new Americans.





Seattle Votes Survey

- There was a lack of existing data to help us understand barriers to civic engagement.
- Seattle Votes is one of the largest surveys examining voter registration, voting, and civic engagement of immigrants.
- Findings will inform how we improve voter registration, voting rates, and elections knowledge in immigrant and refugee communities.



Please take a moment to share with the City of Seattle Office of Immigrant and Refugee Affairs your experience as a U.S. immigrant/refugee resident. Please only fill out this survey if you are a foreign-born resident, you currently live in Seattle-King County, and you are at least 18 years of age. Your answers to this survey will be kept anonymous. Go to www.seattle.gov/seattlevotes for more information. Complete the survey by marking the circle like this: or

1 / In what country were you born? _____

2 / In what year were you born? _____

3 / In what year did you move to the United States? _____

4 / In what ZIP code do you live? _____

5 / What is your preferred language? _____

6 / How well would you say you speak English?

Very well Not well
 Well Not at all

7 / What is the most important issue facing your immigrant and refugee community that you think our public officials should address? _____

8 / Overall, how much of a difference do you think you can have in making your neighborhood a better place to live?

I can make no difference at all I can make a moderate difference
 I can make a small difference I can make a big difference

9 / How interested are you in the presidential election this year?

I am very interested I am somewhat interested I am not interested

10 / If you wanted to find information about elections, issues, and candidates, which of the following would you most likely use? **Choose all that apply.**

Internet Ethnic television Friends and family
 Television in English Ethnic newspapers My place of worship
 Newspapers in English Ethnic radio My union or work place
 Radio in English My community organization(s)/ service provider(s) Other: _____
 Library

11 / How easy is it to find information about elections and candidates in your preferred language?

Very easy Somewhat easy It is difficult I have not found any

12 / Please tell us if you have done any of the following activities in the past 2 years. **Choose all that apply.**

I have signed a letter about a social or political issue
 I attended a government or school board meeting in my city
 I have worked on a project or attended a meeting in my neighborhood
 I participated in one or more demonstrations, protests, marches, or rallies
 I contacted a public official through a letter, email, phone, or in-person
 I sent a message on Facebook or other social media about a social or political issue
 I attended a PTA meeting or other volunteer group at my child's school
 I have given money to an organization or a candidate
 I volunteered for an election activity, such as a phone bank or registering people to vote

13 / Some people are registered to vote, while others are not. Which of the following best describes you?

I am a registered voter I am currently not eligible to register to vote
 I am eligible to register, but have not registered yet Other: _____

SURVEY CONTINUED ON THE OTHER SIDE

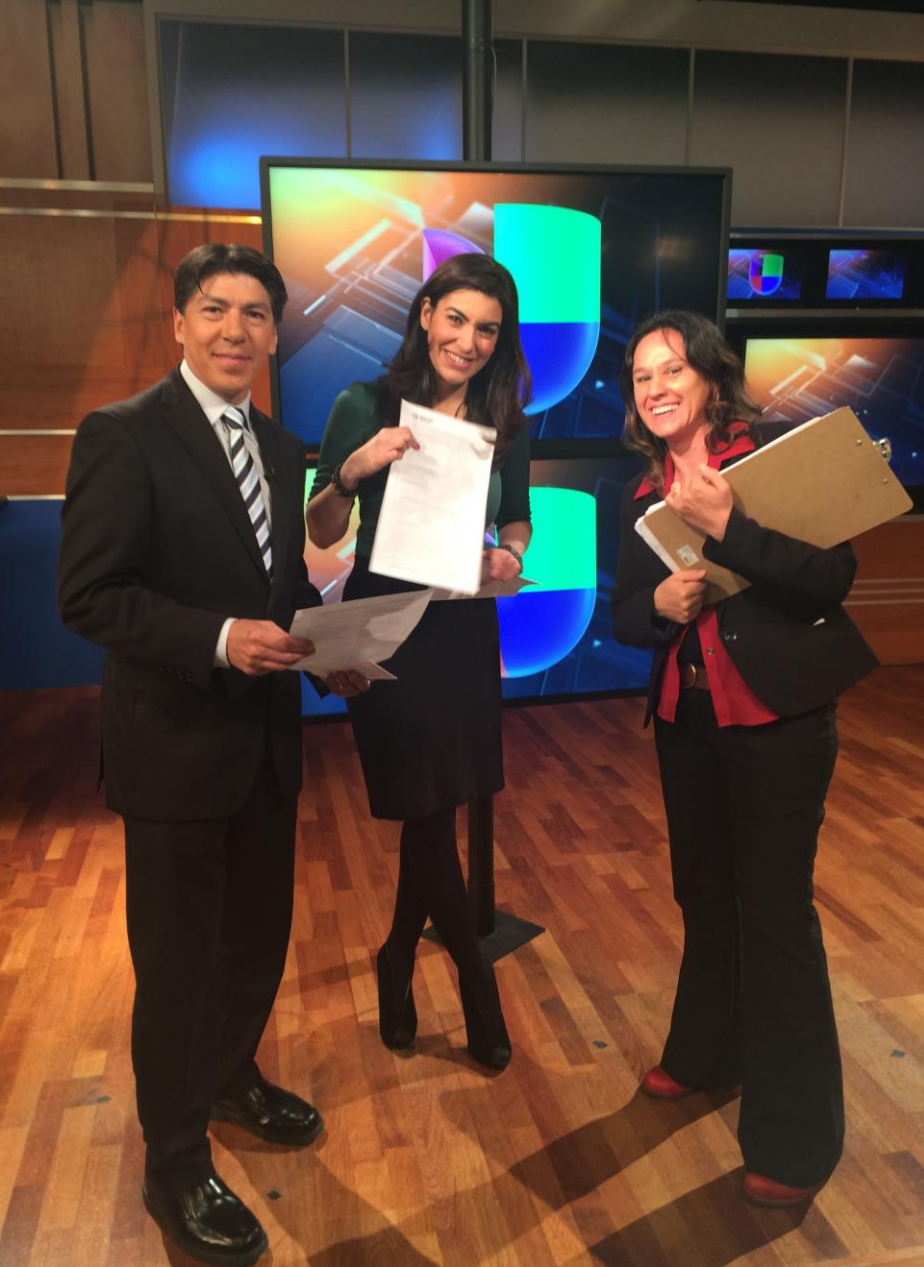
• 13 languages

- Amharic
- Arabic
- Chinese (Traditional)
- Cambodian/Khmer
- English
- Filipino/Tagalog
- Indonesian
- Korean
- Oromo
- Somali
- Spanish
- Tigrinya
- Vietnamese

• 5,566 responses

- 4,238 (81.1%) paper surveys
- 988 (18.9%) completed online

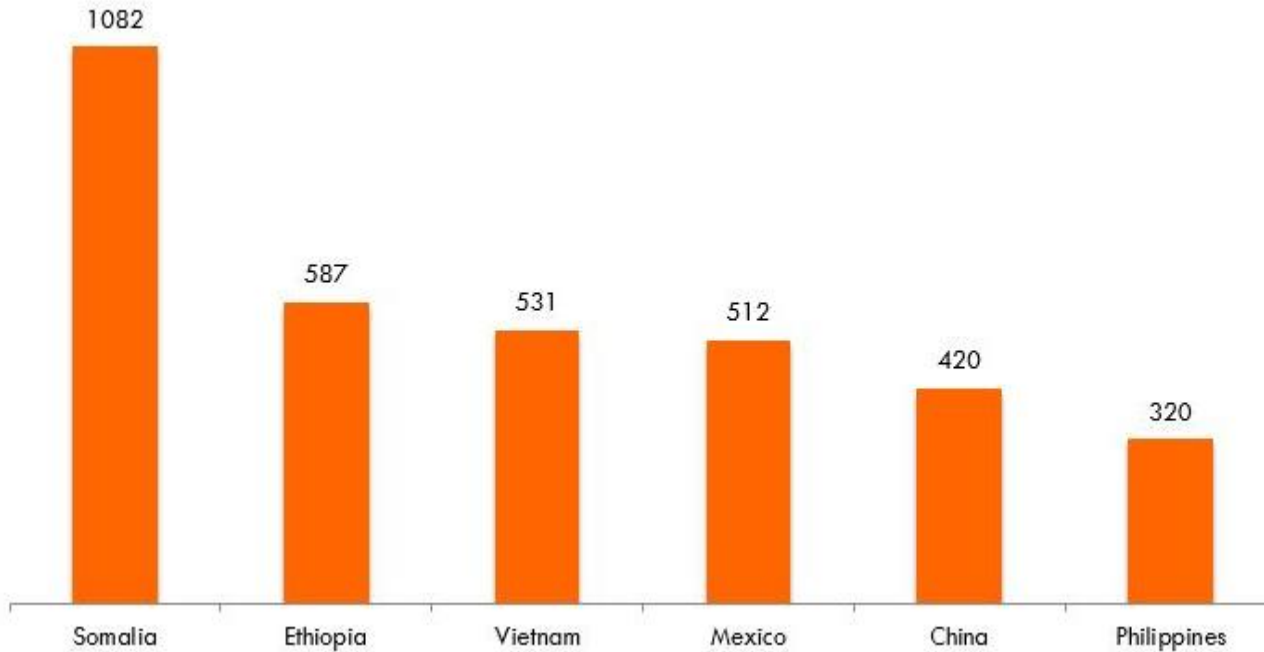
• 109 Seattle Votes Partners



- **Not a random sampling.**
- **Utilized a community organizing model .**
- **OIRA's bilingual staff had deep relationships in community.**
- **"Face-to-face" approach worked best.**



130 countries and territories were represented in the survey.



These 6 national origin groups constituted 66% of the sample.

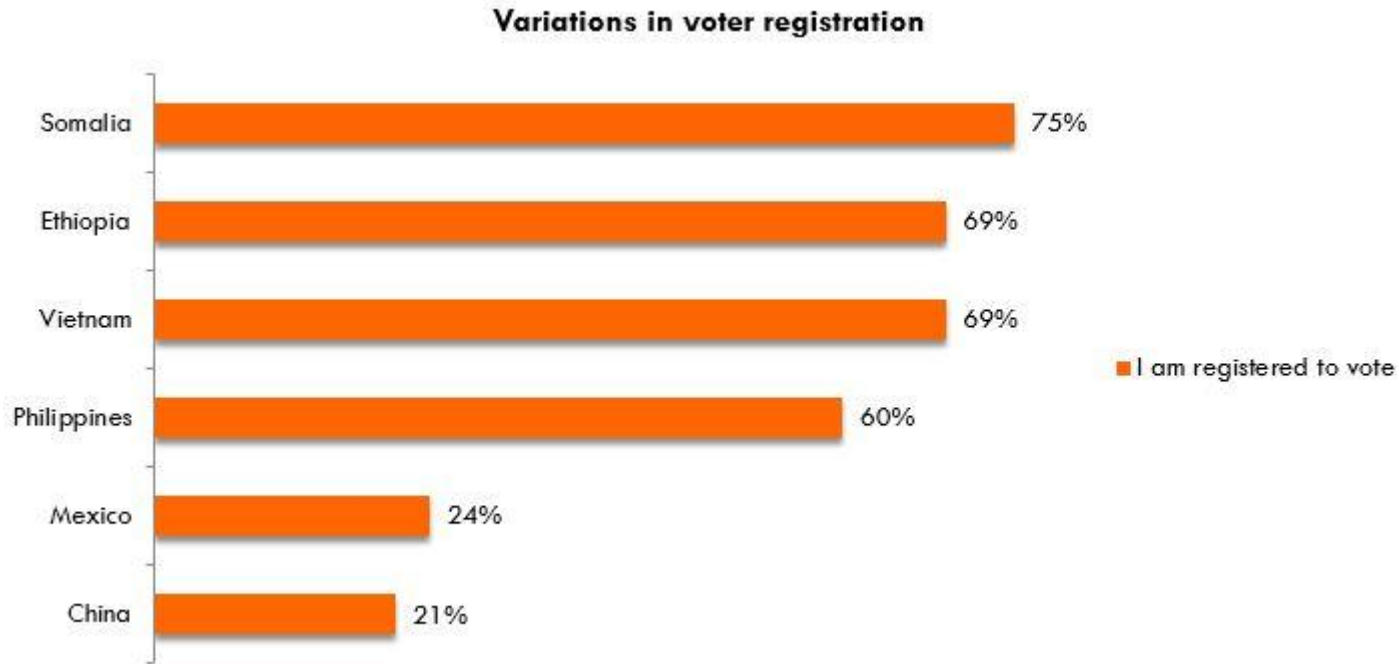
WHAT WE LEARNED



**Almost half the respondents
did not know how and
where to register to vote.**

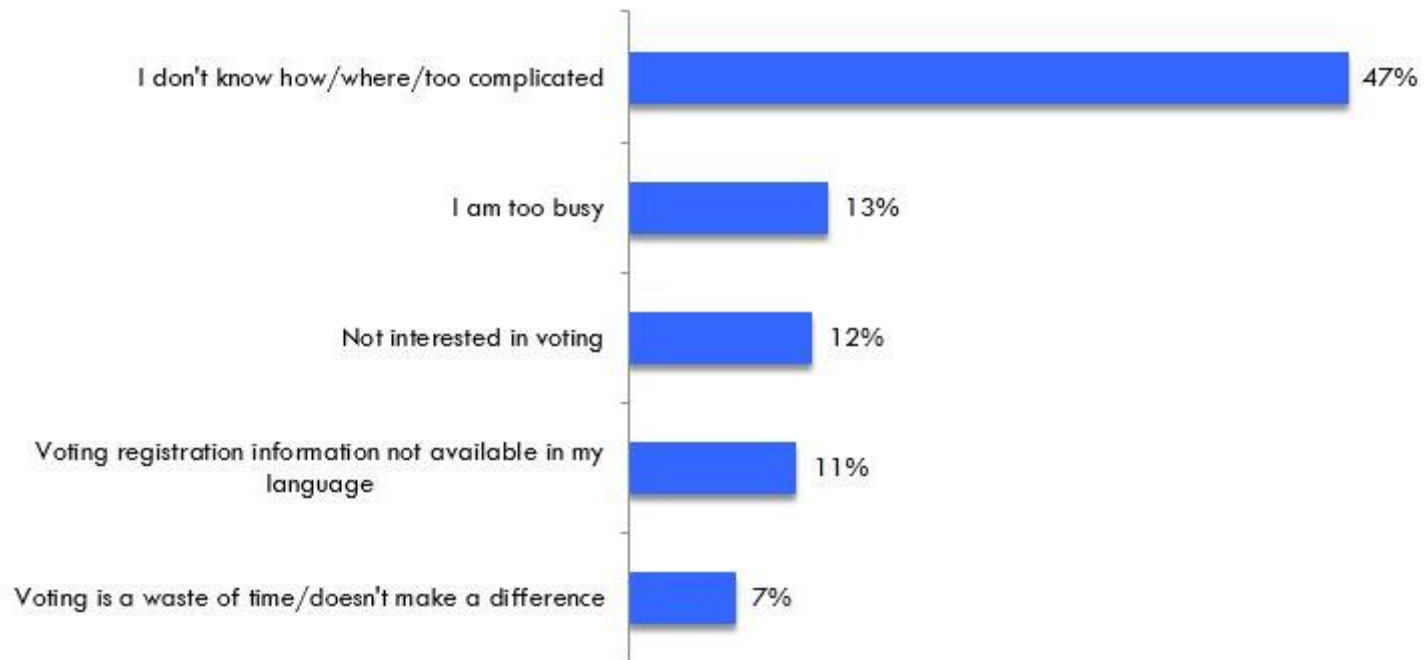


54% were registered to vote.



But...68% of Mexican and Chinese respondents said they were currently not eligible to register to vote.

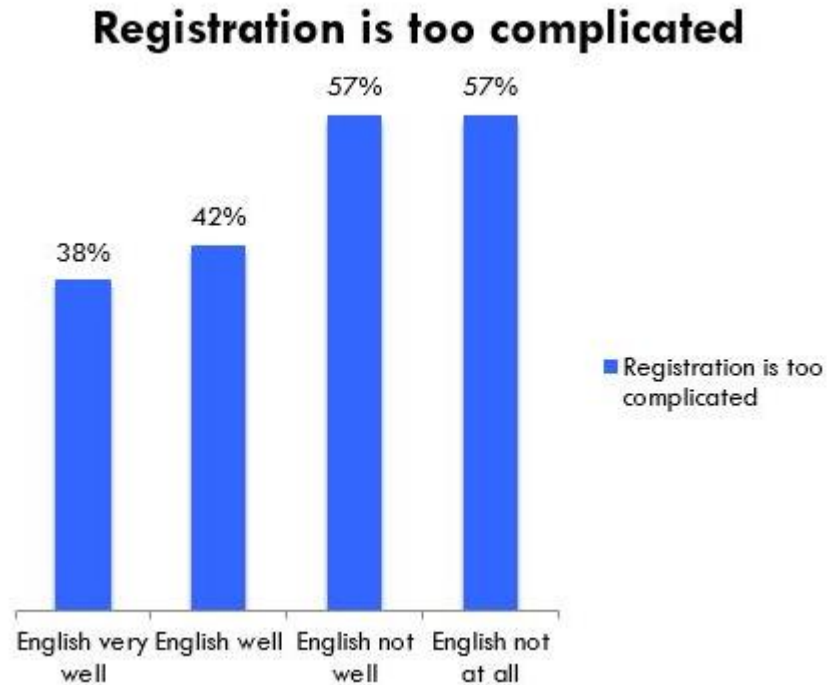
A lack of information was the main reason given for not registering to vote.



**Language presents a
significant barrier.**

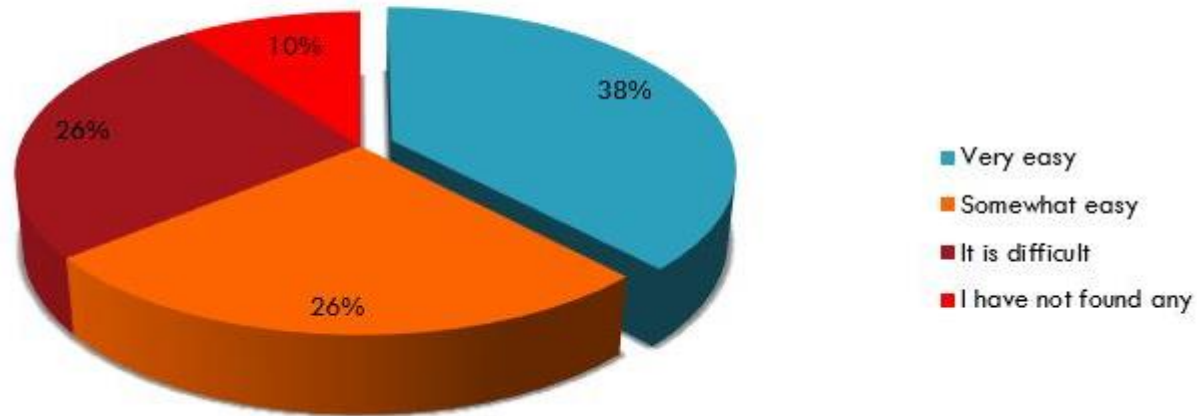


Lack of English proficiency is a barrier to voter registration.



A lack of information on the election and candidates in their language of origin increased the probability of non-voting.

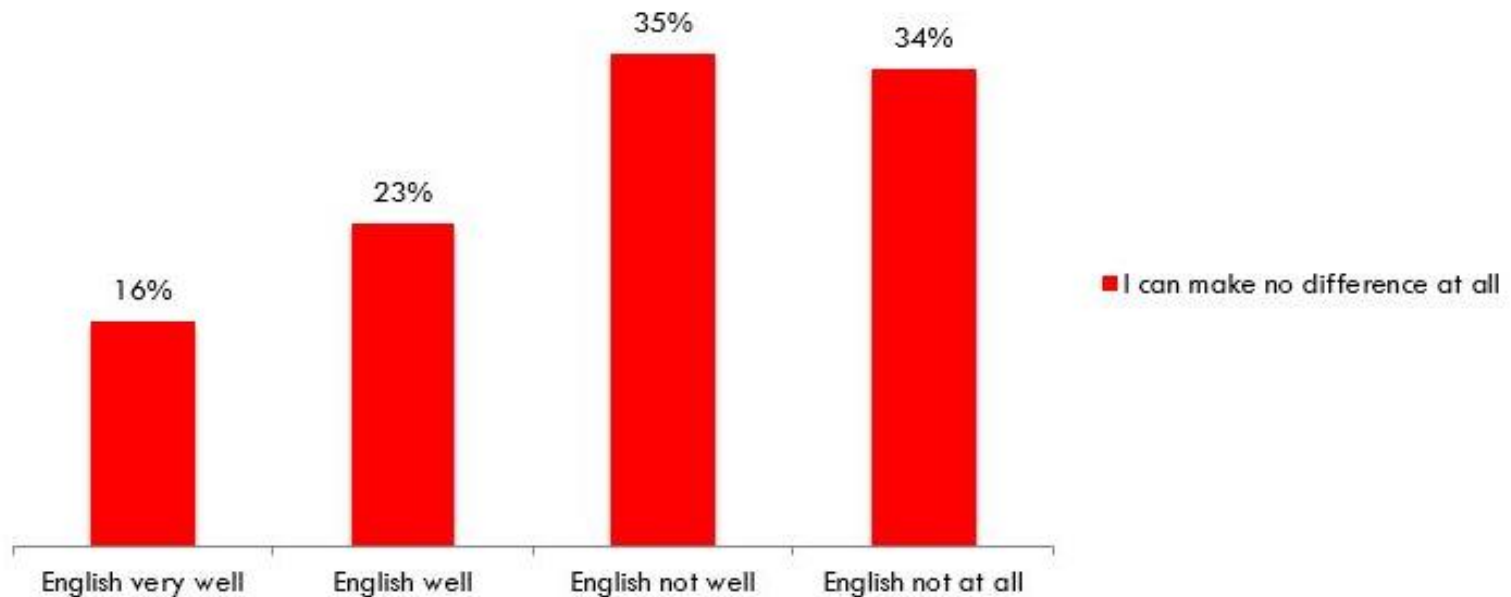
How easy is it to find information about elections and candidates in your preferred language?



Only about 1/3 said it was "very easy" to find information about the candidates and the election in their preferred language.

Language isolation impacts feelings of community empowerment.

Overall, how much of a difference do you think you can have in making your neighborhood a better place to live?

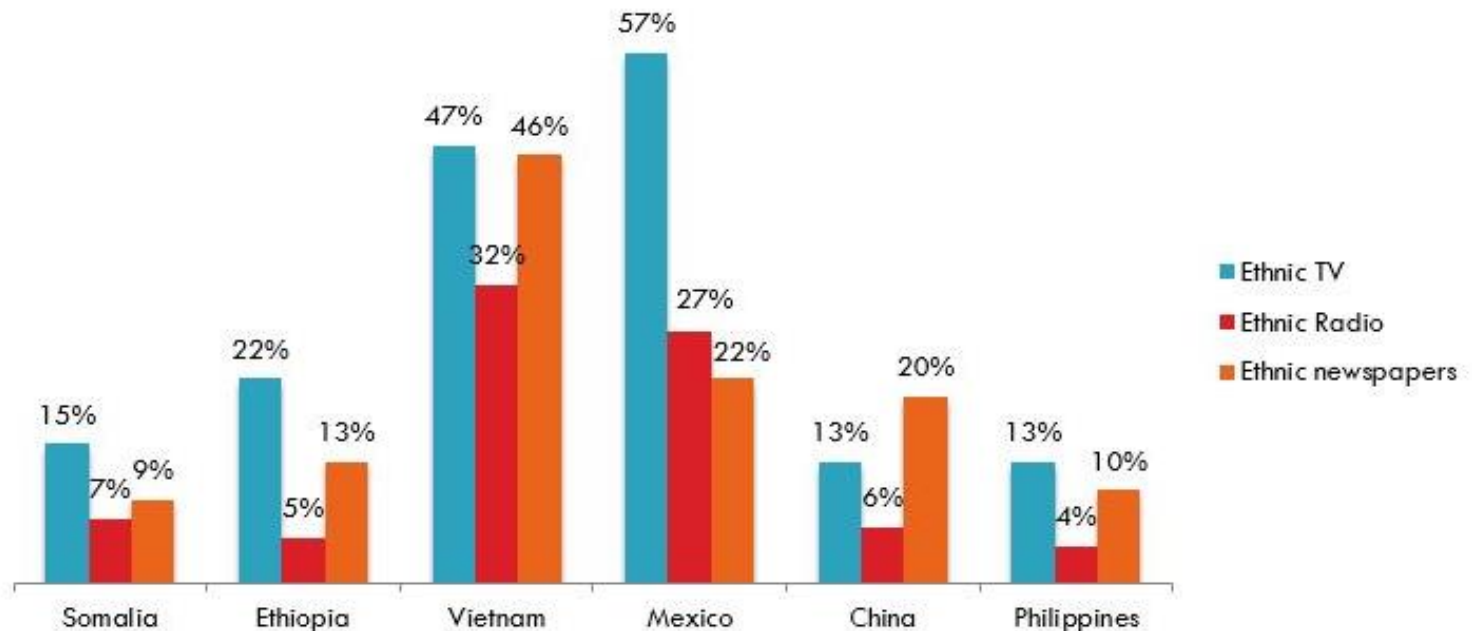


**Ethnic media plays an important
role in reducing isolation and
engaging immigrants and refugees.**



Access to ethnic media varied across different immigrant groups.

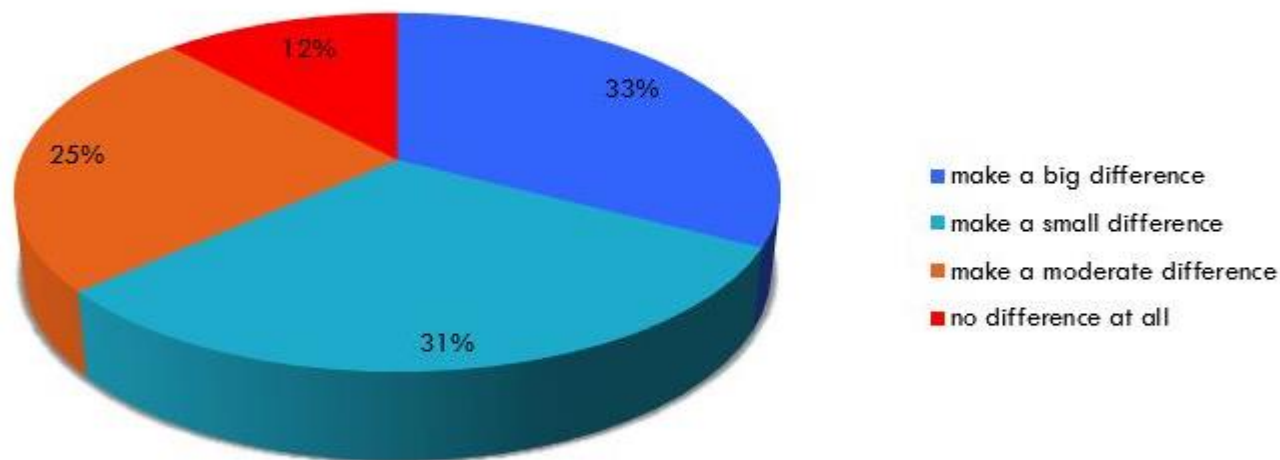
If you wanted to find information about elections, issues, and candidates, which of the following would you most likely use?



Mexican and Vietnamese survey-takers were the highest consumers of ethnic media.

Ethnic media plays a key role in reducing isolation.

Overall how much of a difference do you think you can have in making your neighborhood a better place to live? (Mexican respondents.)



Limited English proficiency increases feelings of powerlessness. Yet Mexicans, who have the highest rates of linguistic isolation felt the highest levels of empowerment. Access to ethnic media may explain this paradox.



Seattle Votes Reports by Community

- Asian American
- East African
- Latino

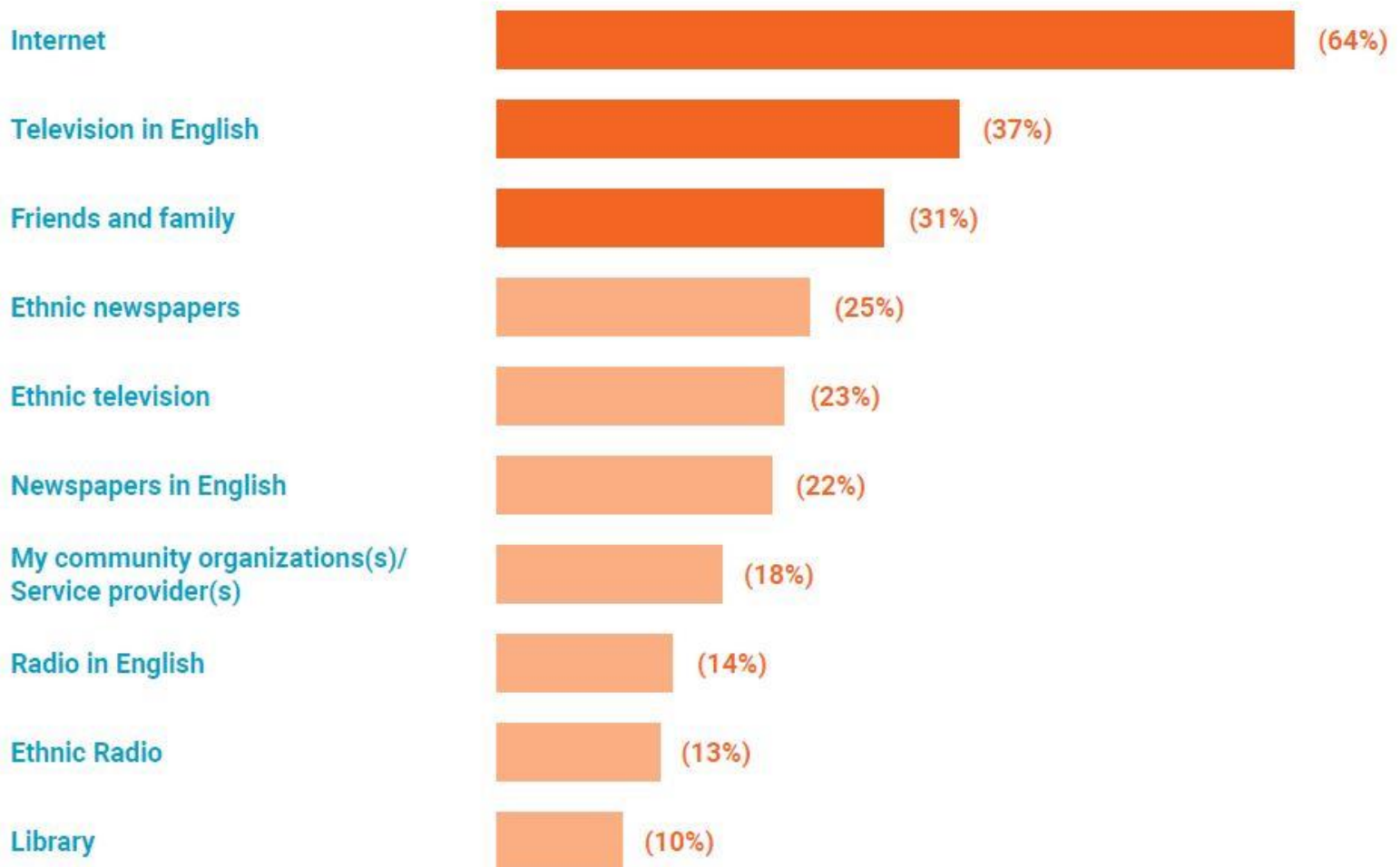


Asian American Community Report

Highlights



The internet is the top source of information on politics.



Almost half stated they never vote in state and local elections.

(Q18) How often have you voted in state and local elections?

A. Often	28%
B. Sometimes	16%
C. Rarely	11%
D. Never	45%

A majority stated they had not been contacted by a candidate, party, or other organization.

(Q19) Have you ever been contacted and encouraged to vote by a candidate, political party, or other organization?



East African Community Report

Highlights



East African respondents report a lack of empowerment.

(Q8) Overall, how much of a difference do you think you can have in making your neighborhood a better place to live?



Engaging in a child's education is a primary focus for civic engagement.

(Q12) Please tell us if you have done any of the following activities in the past 2 years. Choose all that apply.

I attended a PTA meeting or other volunteer group at my child's school	39%
I attended a government or school board meeting in my city	23%
I have worked on a project or attended a meeting in my neighborhood	21%
I participated in one or more demonstrations, protests, marches, or rallies	15%
I volunteered for an election activity such as a phone bank or registering people to vote	13%
I have signed a letter about a social or political issue	11%
I sent a message on Facebook or other social media about a social or political issue	10%
I have given money to an organization or candidate	8%
I contacted a public official through a letter, email, phone, or in-person	7%

Few are contacted by political groups or candidates to vote.

(Q19) Have you ever been contacted and encouraged to vote by a candidate, political party, or other organization?



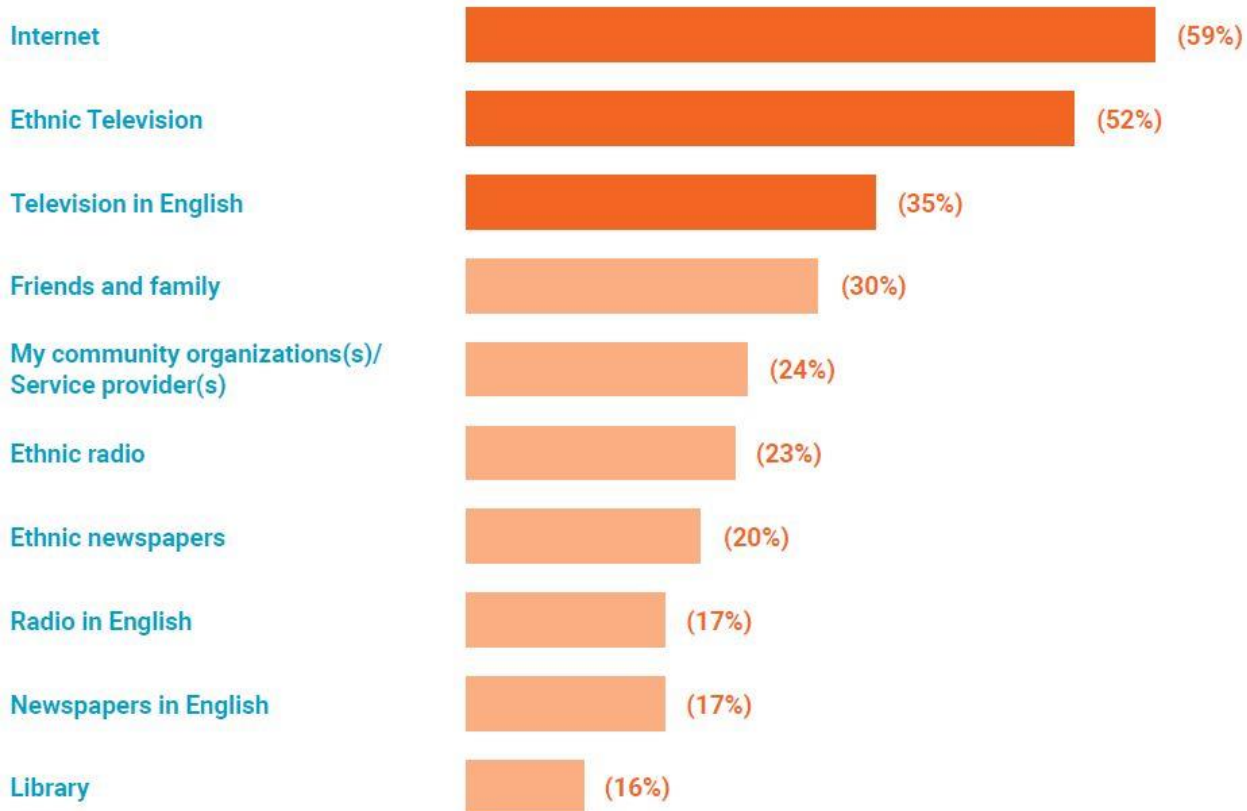
Latino Community Report

Highlights



The internet and television (both in-language and English) are the top sources of information on politics.

(Q10) If you wanted to find information about elections, issues, and candidates, which of the following would you most likely use?



Engaging in a child's education is a primary focus for civic engagement.

(Q12) Please tell us if you have done any of the following activities in the past 2 years. Choose all that apply.

I attended a PTA meeting, or other volunteer group at my child's school	28%
I participated in one or more demonstrations, protests, marches, or rallies	22%
I attended a government or school board meeting in my city	19%
I have signed a letter about a social or political issue	17%
I have worked on a project or attended a meeting in my neighborhood	16%
I sent a message on Facebook or other social media about a social or political issue	15%
I have given money to an organization or candidate	13%
I contacted a public official through a letter, email, phone, or in-person	13%
I volunteered for an election activity such as a phone bank or registering people to vote	7%

Most Latinos queried reported feeling a sense of agency.

(Q8) Overall, how much of a difference do you think you can have in making your neighborhood a better place to live?



RECOMMENDATIONS



Recommendations (All)

- Full census count campaign.
- Promote civic education, particularly about the role of government.
 - Adult basic civics education
- Expand partnerships and use a relational framework to promote civic engagement.
 - Co-hosting ballot parties
 - Annual civic engagement summits
 - Deputy registrar system
- Research impact of electoral reforms that promote more engagement.
 - Ranked-choice voting?
 - Multi-member districts?
 - Eliminate odd year elections?



Recommendations

Asian American

Research how Asian Americans use the internet to understand public affairs.

East African

Support the development of more East African ethnic media outlets.

Latino

Support the development of more digital content for public affairs.

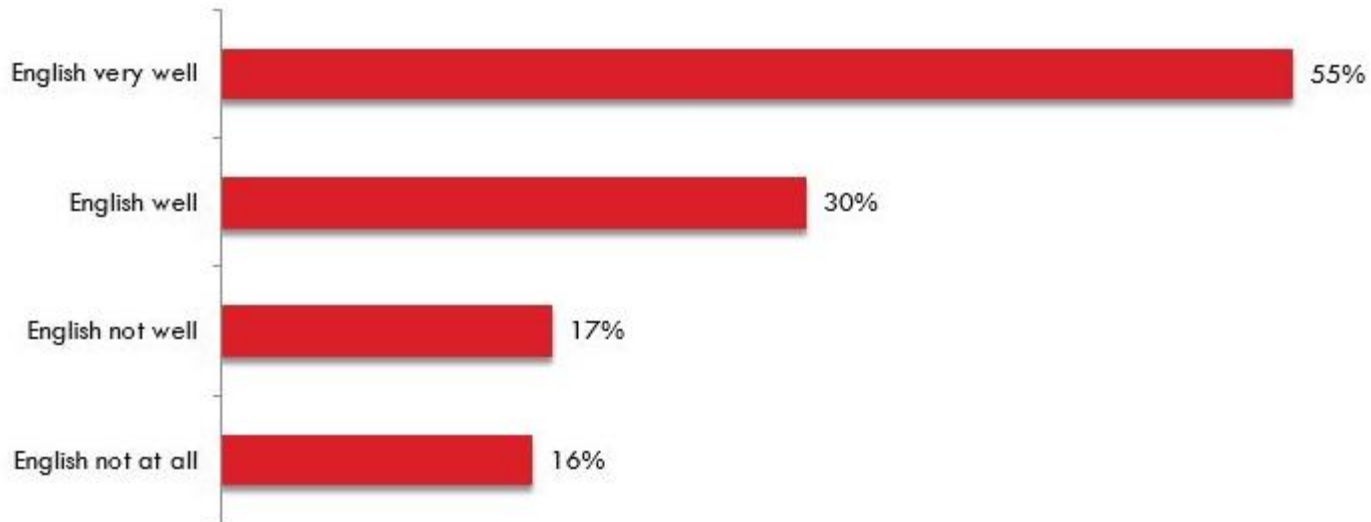


VOTER REGISTRATION PILOT



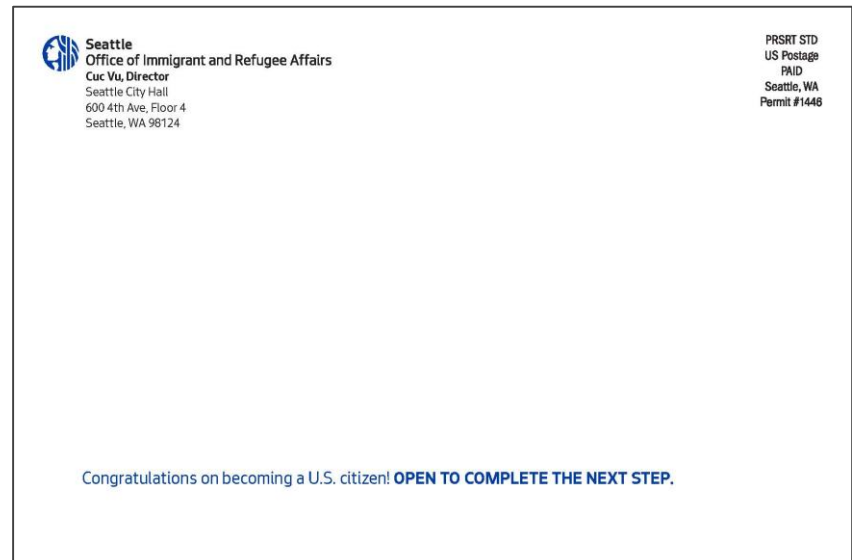
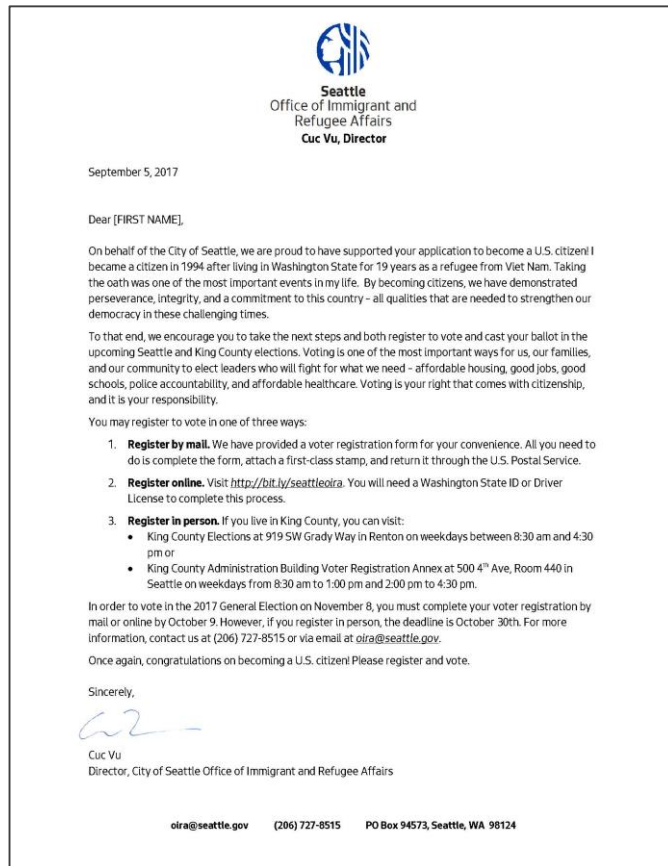
Candidates, political parties, or other organizations did not contact non-English speakers.

Voter Mobilization: Contact Varies by English Language Knowledge



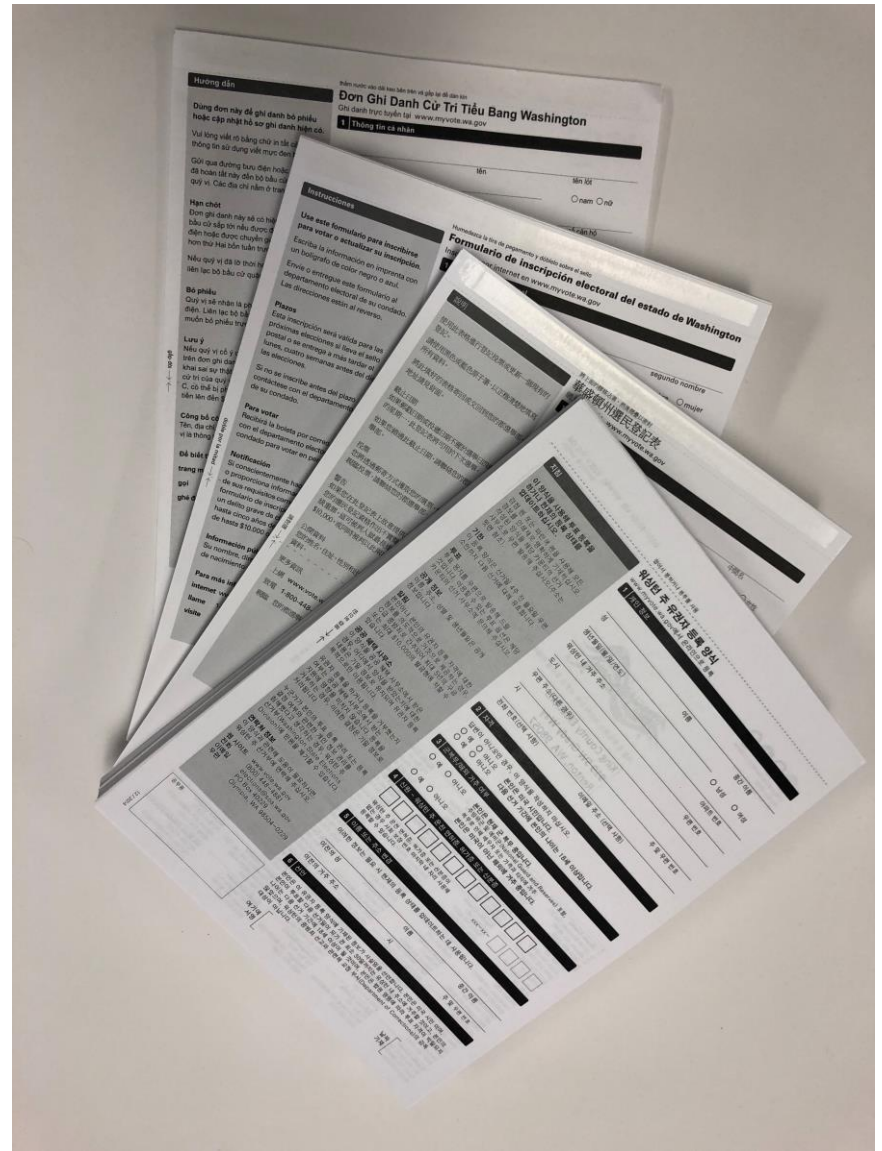
Theory

Could we match or exceed the industry average for direct mail response if we accounted for language and relationship with the City?



Results

- 5 percent return rate, equaling the industry average of 3–5 percent.
- Return rate could have been higher if we had been able to include a robo and live call.



Next Steps

- Community briefing in May to share the results of Seattle Votes and to thank our partners.
- Position Seattle as a leading city on immigrant civic engagement.
- Review near-term opportunities, including voter registration.

Thank you! Questions?

Cuc Vu, Director

cuc.vu@seattle.gov

(206) 233-3886



Seattle
Office of Immigrant
and Refugee Affairs