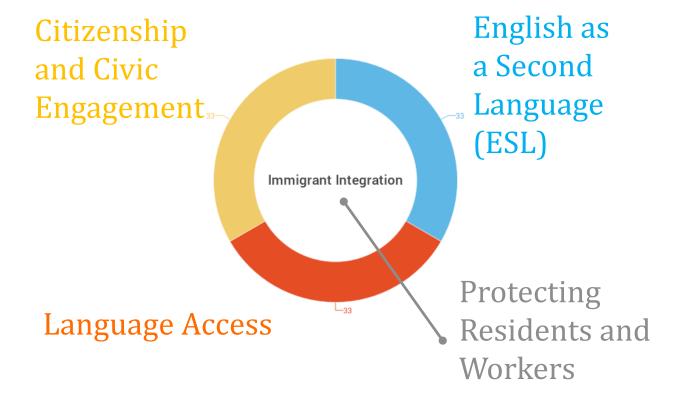
Seattle Votes

Survey Results Recommendations

April 20, 2018

OIRA Framework Four Rails of Immigrant Integration



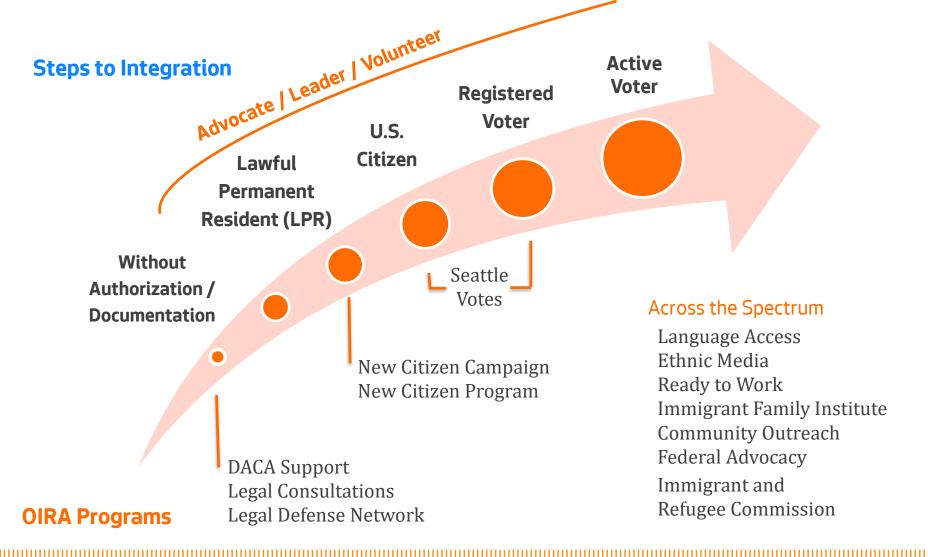




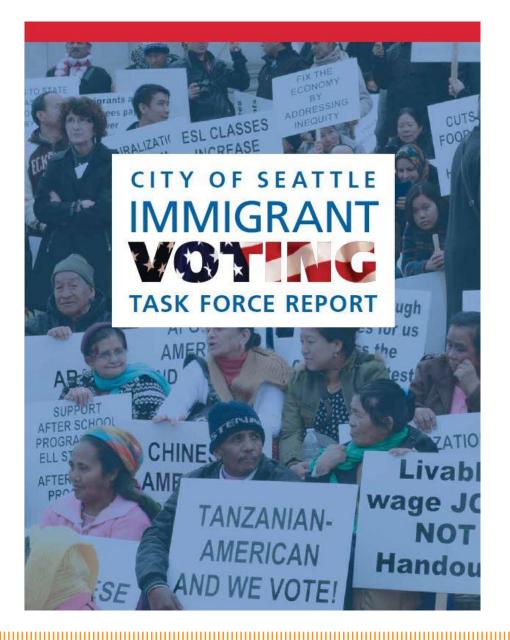




Immigrant Integration Spectrum







Even though Seattle's foreignborn population has grown each year, immigrant communities do not register to vote or vote at the same rates as other Seattle residents.

The Task Force was convened in 2013 to identify, analyze, and address the issues that affect civic and political participation by immigrant communities.

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/seattlewotes for more information. Complete the survey by marking the circle like this: $\frac{S}{S} \otimes C$

1 / In what country were you born? 3 / In what year did you move to the United States?		2/ In what ye	2/ In what year were you born?		
		4/ In what ZIP code do you live?			
5/What is your preferred lang	uage?	6/ How well v	would you say you speak English?		
		- Very well	O Notwell		
		O Well	O Not at all		
//What is the most important	issue facing you	immigrant and refug	gee community that you think our		
8 / Overall, how much of a diffe	erence do you thir	ık you can have in ma	sking your neighborhood a better		
Con make no difference	at all	Oleanma	ke a moderate difference		
Can make a small difference		Carrier Control of the	ke a big difference		
) Today make a small dirien	ence	O (califina	ke a big difference		
How interested are you in the	ne presidential el	ection this year?			
I am very interested	O I am so	newhat interested	O I am not interested		
O / If you wanted to find information of the line of t	mation about elec y use? Choose all	tions, issues, and ca that apply.	ndidates, which of the		
internet	O Ethnic	elevision	Friends and family		
Television in English	O Ethnic	newspapers	My place of worship		
Newspapers in English	O Ethnic	radio	My union or work place		
Radio in English		munity	Other:		
Library		ation(s)/ provider(s)	-		
11 / How easy is it to find infor	mation about ala	stions and condidate	o in your professed language?		
	ewhat easy	It is difficult	Thave not found any		
	ESA.				
		And the second second	he past 2 years. Choose all that ap		
I have signed a letter abou					
I attended a government on I have worked on a project					
of i have worked on a project					
O I porticipated in ope or ma	ue semonadanoi				
I participated in one or mo	al through a lotter				
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I contacted a public official I sent a message on Faceboattended a PTA meeting of	oook or other soci or other voluntee irganization or a c	group at my child's a andidate	school		
I contacted a public official I sent a message on Faceton I attended a PTA meeting or I have given money to an or I volunteered for an election	oook or other soci or other volunteer organization or a c on activity, such a	group at my child's s andidate s a phone bank or re	school gistering people to vote		
I contacted a public official isent a message on Facet I attended a PTA meeting I have given money to an of I volunteered for an electrical is a support of the property of th	oook or other soci or other volunteer organization or a c on activity, such a	group at my child's s andidate is a phone bank or re- thers are not. Which o	school gistering people to vote of the following best describes you		
I contacted a public official I sent a message on Faceton I attended a PTA meeting or I have given money to an or I volunteered for an election	pook or other soci or other volunteer organization or a c on activity, such a d to vote, while o	group at my child's s andidate is a phone bank or re- thers are not. Which o	school gistering people to vote		

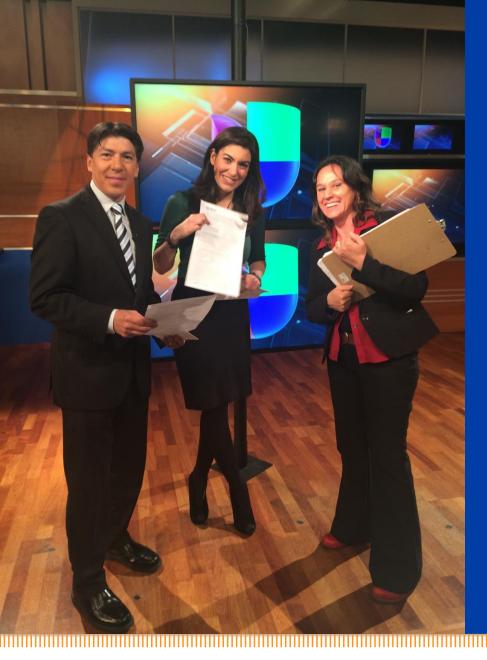
13 languages

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

5,566 responses

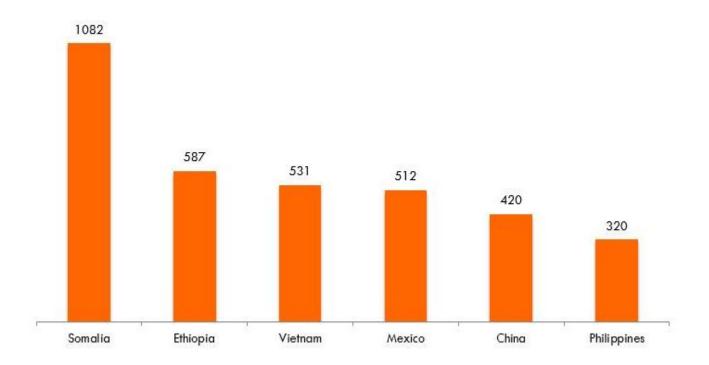
- 4,238 (81.1%) paper surveys
- 988 (18.9%) completed online
- 109 Seattle Votes Partners





- 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.

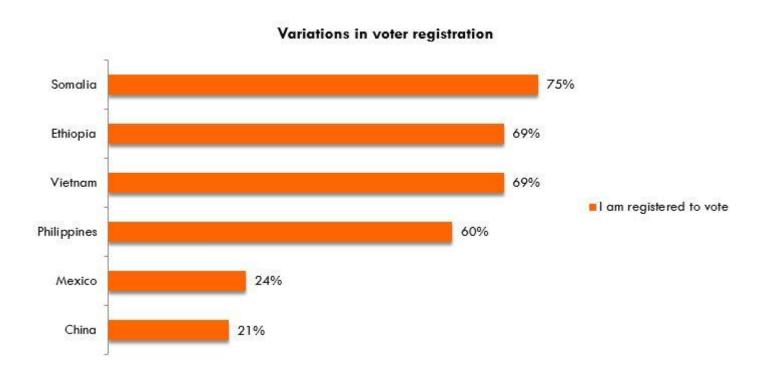


These 6 national origin groups constituted 66% of the sample.

WHAT WE LEARNED

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

54% were registered to vote.

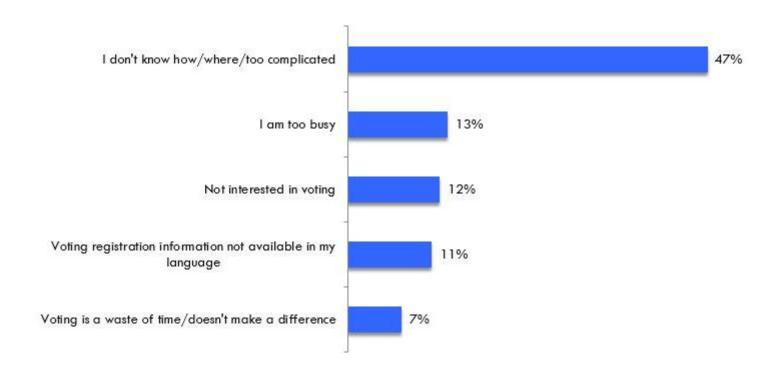


But...68% of Mexican and Chinese respondents said they were currently not eligible to register to vote.





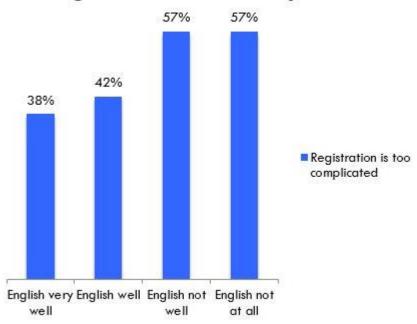
A lack of information was the main reason given for not registering to vote.



Language presents a significant barrier.

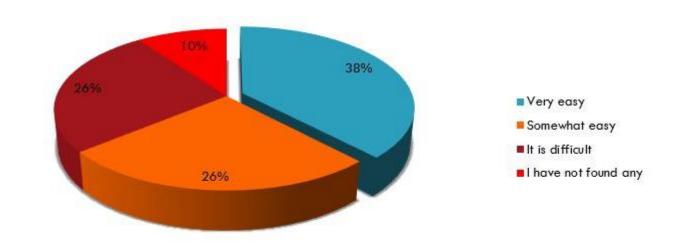
Lack of English proficiency is a barrier to voter registration.

Registration is too complicated



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?



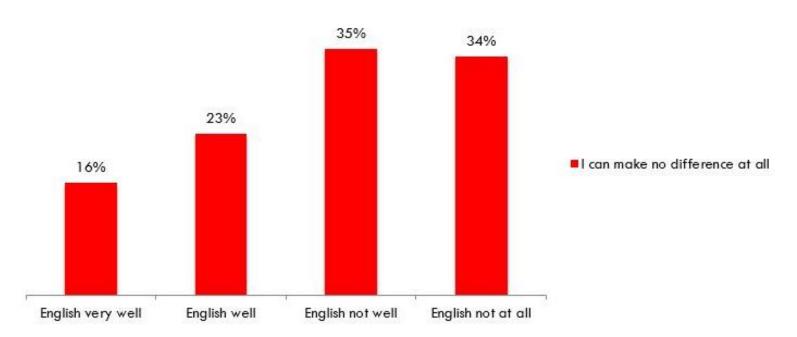
Only about 1/3 said it was "very easy" to find information about the candidates and the election in their preferred language.





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?



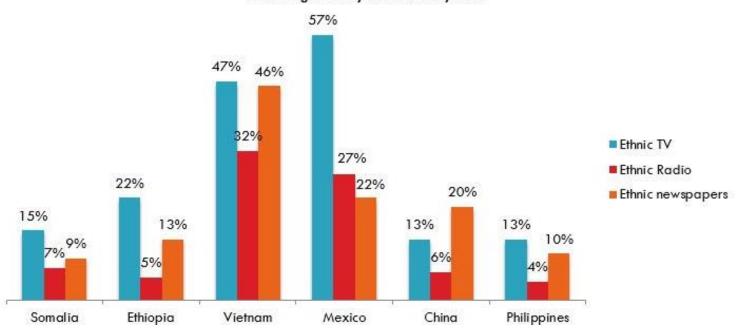




Ethnic media plays an important role in reducing isolation and engaging immigrants and refugees.

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?



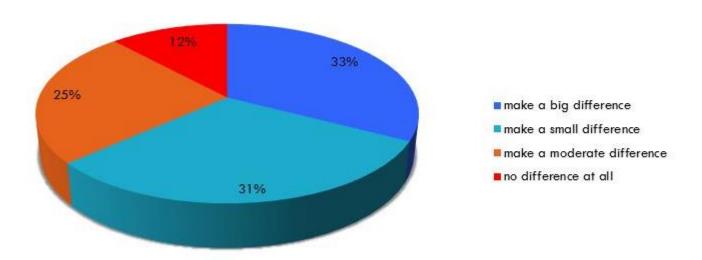
Mexican and Vietnamese survey-takers were the highest consumers of ethnic media.





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.





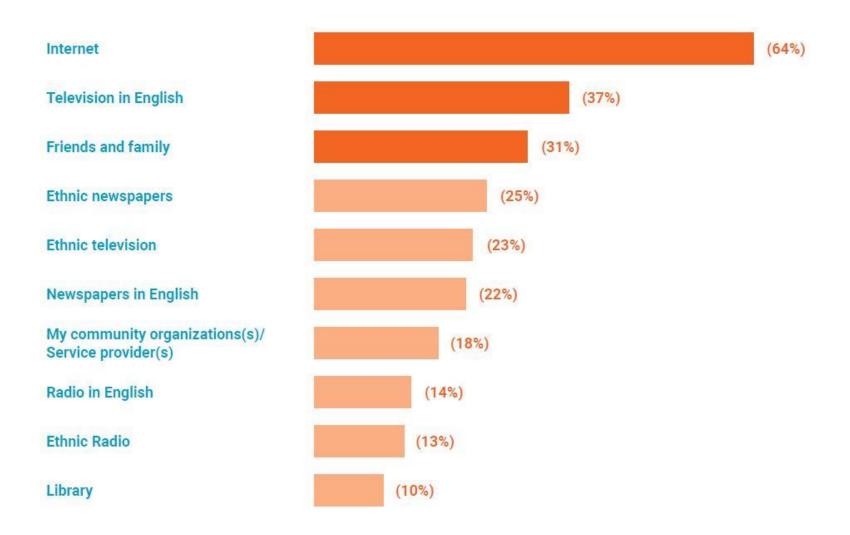


Seattle Votes Reports by Community

- Asian American
- East African
- Latino

Asian American Community Report Highlights

The internet is the top source of information on politics.



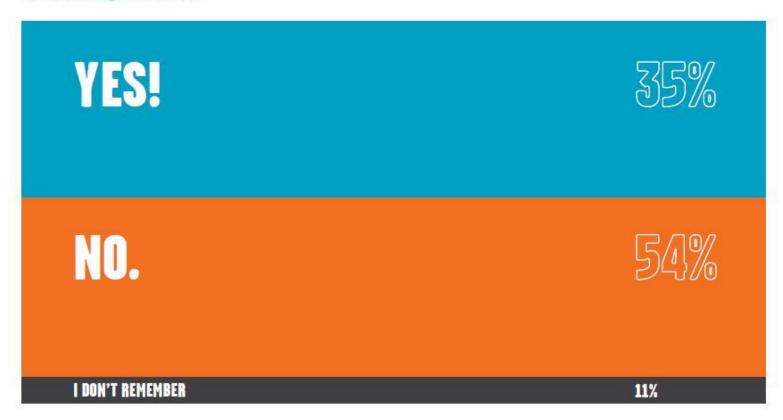
Almost half stated they never vote in state and local elections.

(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	
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.

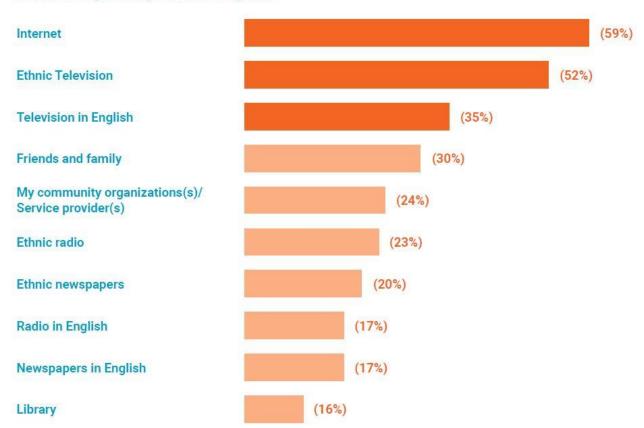
(Q19) Have you ever been contacted and encouraged to vote by a candidate, political party, or other organization?



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	
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?

35%	23%	29%	13%
Big Difference	Moderate Difference	Small Difference	No Differ- ence

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

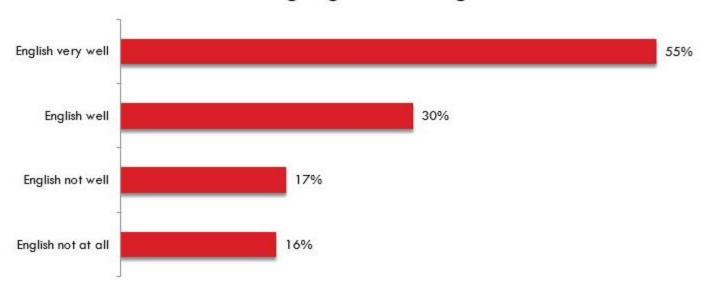
Support the development of more digital content for public affairs.



VOTER REGISTRATION PILOT

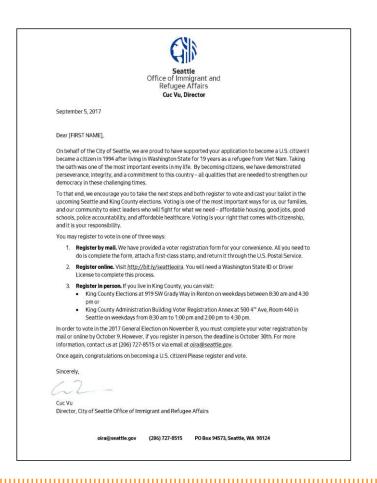
Candidates, political parties, or other organizations did not contact non-English speakers.

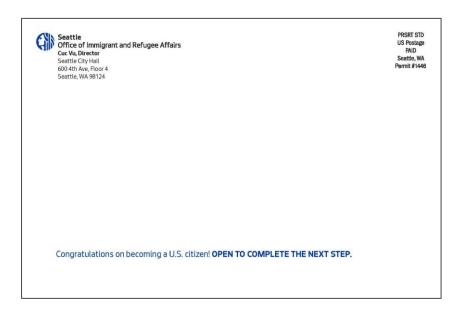
Voter Mobilization: Contact Varies by English Language Knowledge



Theory

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





Methodology

- Develop direct mail piece to 1,572 individuals with City of Seattle logo under Cuc's name, pre-filled voter registration form, and registration instructions in 9 languages.
- Not enough phone numbers to test the impact of a robo call or live call.



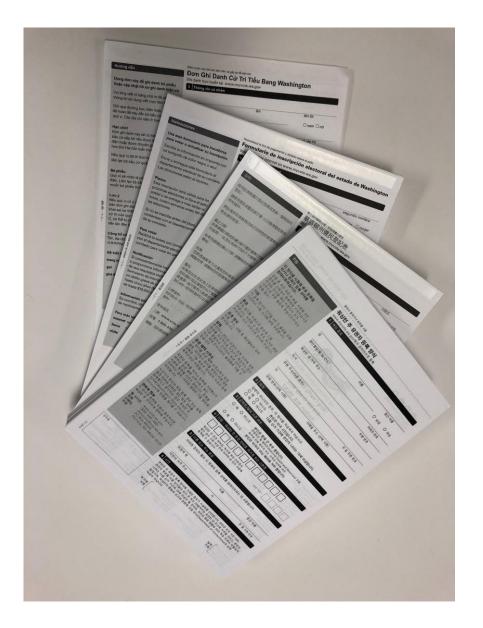
Maligaya ang Lungsod ng Seattle na nakatulong sa iyong maging US Citizen. Hinihimok naming magrehistro ka upang makaboto sa darating na halalan. Maaari kang magrehistro upang makaboto sa pamamagitan ng isa sa tatlong paraan 1. Kumpletohin ane porma na rehistro sa pagboto, lakipan ng isang First Class na selvo, at ibalik sa kered 2. Bisitahin ang welapplets.sos.wa.gov/MyVote, Kallangan ang Washington State Driver License o Identification Card Kung nakatira ka sa King County, pumunta ki sa: King County Elections (919 SW Grady Way, Renton, WA 98057), bukas lunes hanggang blemes 8:30 am hanggang 4:30 pm or King County Administration Building Voter Registration Armex (500 4th Ave, Room 440, Seastle, WA 98104), bukas lunes hanggang flamers 8:30 am or 10.00 pm at 2:00 pm hanggang 4:30 pm. Upang makaboto sa halalan sa Nobiembre 8 kumpletohin ang rehistro sa koreo o online hanggang Oktubre 9. Kung personal na magrerehistri ang deadline ay Oktubre 30. Sige na magrelhistro at bumoto! በኒሆትል ከተማ ማስተዳደር የአሜሪካን ሀገር ዜማት እንዲኖርዎት የበኩሎን አስተዋጽኦ በማድረጉ ደስተኛ ነው፤ በቀጣይነት ደማዋ በጣጪዎቹ ምርጫዎች ላይ ለመምረተ ይችሉ ዘንድ በቅድሚያ የመራጭነት ምስያ፤ እንዲማስክ እናበረታታልን። የመራጭ ምስነባ ለመመከነበ ከሚከተለት እንዲን አማራጭ መጠቀው ይችባሉ። በመጀመሪያ የምርጫ መመዘዝቢያውን ድርም ይምላሉ፣ ቁምብር ይልተቶና ፖቢታ ቤት ሂደው ይላኩ። 2. BEHZ TREY weispplets sos, we gov/My/lote to BIMSE months EFAA: : PPRYHY had route mix eight method responsible. 3. በኪንባ ካውንቲ ውስታ ነዋሪ ከሆኑ በሚከተለው አድራሻ በመሪድ መማተነበ ይችላሉ። Lammii U.S. ta'uu akka dandeessan Magaalaan Siyaatii gargaarsa isiniif gootuuf gammachuu qabdil Filannoo nu dura jiru yookaan asi deemaa Uunkaa galmee filattootaa guutaa, tembira sadarkaa tokkoffaa Itti maxxansuun poostaan deebisaa ergaa. Daswwadhae weliprziets sor wa acy/Mylote. Hayyama konkolachisaa Naannoo Washington yookiaan waraqaa Eenyummaa Naannoo
Washington isin barbaachisa.
 Kling Kaawunili keessa kan jiraattan yoo tahe, daawwadhaa: Filannoo Kling Kaawuntii Yookaan King County Elections (319 SW Grady Way, Renton, WA 98057), guyyoota hojii sa'aa 8:30 am Irraa hanga 4:30 pm ni banama, Gamoo Bulchiinsa Kiing Kaawuntii kutaa galmee filattootaa vookaan King County Administration Building Voter Registration Annex (500 4th Ave. Room 440, Seattle, WA 98104). guyyoota hojii sa'aa 8:30 am hanga 1:00 pm fi 2:00 pm hanga 4:30 pm ni banama. Sadaasa 8 filuudhaaf galmee waragaa filannoo keessan poostaadhaan yookaan kallattii marsariitii yookaan oonlaayinii dhaan guuttanii qabdan. Yoo qaamaan galmmooftan guyyaan xumuraa Onkoloolessa 30 ta'a. Galmaayuudhaan filadhaa maaloo l ምሃላትሩ: ከተማ ሲያትል ንለሜሪካዊ ዘማነት ለብ ተማለከትን ለዋን ከሕተመሽም ከተረ ሜ ቆንብ ለዘ፤ ለተባ ለመር አገማጹ ዘስ ምርጫ ንምደማድ ከትምመዝን ከትማርዜን የተባመራ ለዘን በዚህን ተመርፈሪን መደ ተማሪያት በምንታም ንምሃናሪት በትምመዝ ትችልተል 1. ተጠራሰቸም ምርጫያን ነድ ያለ አንምም ለመጠፈ ችም, ርስተል ይጀትስታቸው የርስታ ምልአም ድላቂ ተማማ ደረጃ ታምፎ፣ ለልሂብቸም መጣዲ ፖኒት በደድም፣ 2. TIPPE ACTION AND IN WEIGHPIELS.SOS.WA.GOV/MVVOLE INTERPS. PTAGE ALL TIPPES OF SECRETARIA AND REPORT OF THE PROPERTY OF THE 3. ሐብ ኪንማ ካውንቲ እንድሕር ትንበሩ ፖንኩም፣ ናብ አብ ሬንተን ሕብዚ ካስሰብ አድራሻ ግርክብ ናይ ኪንማ ካውንቲ ቤት ጽሕፈት ምርጫ [King County Elections 3. 68 The West Association of Professional Confession and Confession and Confessional Confess ማልተ ምንነበ ተቆምተ 30 እድ ብሽብረትሽም ተማነነብን እድምዱን! Город Сиэтл поздравляет Вас с получением гражданства США! Мы рады помочь вам в участии в предстоящих выборах. Мы рекомендуем вам зарегистрироваться для голосования и отдать свой голос на предстоящих выборах. Вы можете зарегистрироваться для голосования одним из трех способов: Пожалуйста, заполните форму регистрации избирателя, наклейте почтовую марку и отправьте письмо по почте. Повагијеств, заполните орому регистрации избирателя, изклийте по-тому марку и отграваче письмо по поготе.
 Повогите обличајества коми изможнићућије. Вам почаробитом водительноги рекав штата Вазилител ин и удостоверение личеством и удостоверение личеством.
 Если вак может в оргуге Кинг, посетите: Здание Выборов в окуге Кинг (919 SW Grady Way, Renton, WA 98057), часъ-работы по будени с 5 30 до 16 30 или Адиимистратиченое здание для регистрации обхрателей опруга Кинг (500-4th AAR).
 Аме. Room 440, Seattle WA 86101, часър вребать по устанувате о 3 30 до 16 30, перерыя с 13 00 до 16 30.

Чтобы проголосовать 8 ноября, вы должны пройти регистрацию избирателя по почте или в Интернете до 9 октября. Если вы хотите зарегистрироваться лично, крайний срок составляет 30 октября. Пожалуйста, зарегистрируйтесь и голосуйте!



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