

Seattle Department of Neighborhoods

Libraries, Education & Neighborhoods Committee Presentation

May 9, 2024

*Presented by:
Jenifer Chao, DON Director*



Seattle
Neighborhoods

STRATEGIC PARTNERSHIPS



Seattle
Neighborhoods



BACKGROUND

The 'One Seattle' vision requires a community engagement catalyst to serve as a cohesive bridge between City departments and the community.

DON is the engagement arm of the City.

We create cohesion across City departments to provide strategic planning, coordination, and support on community relations, with a focus on increasing equitable engagement in communities most impacted by the City's growth and infrastructure needs.



Strategic Partnerships Mission

Ensure City of Seattle programs engage meaningfully and inclusively and are responsive to the diverse and unique needs of community.



Strategic Partnerships Team

The Strategic Partnerships Team comprises two vital programs: **Equity & Engagement Advisors** and **Community Liaisons**.

Each team leverages their deep connections with community to work closely with other City departments.

These departments contract with DON to ensure that their programs and offerings are tailored with meaningful community engagement.



EQUITY & ENGAGEMENT ADVISORS

Equity & Engagement Advisors

- **Provide Leadership** – Design, lead, and implement strategic, equitable community outreach and engagement efforts.
- **Foster Relationships** – Partner with community for solutions.
- **Center Equity and Inclusion** – Advise and create policies on equity.



Staffing & Budget: Equity & Engagement Advisors

Year	Personnel	FTE
2024	\$781,564	7.00
2023	\$763,264	7.00
2022	\$864,396	7.00
2021	\$824,945	7.00
2020	\$1,071,645	8.00

Equity & Engagement Advisors Case Study: SPU Business Plan

Project:

Seattle Public Utilities (SPU) updates their Strategic Business Plan regularly to focus their work and better meet the needs of customers & community.

Issue:

How to meaningfully engage and include all communities on the topic of a business plan update.

Solution:

Co-design materials with Community Liaisons to meet community where they are at in their understanding of SPU and focus on BIPOC, immigrant, refugee, and low-income communities who have historically been excluded.



Equity & Engagement Advisors Case Study: SPU Business Plan

Impact:

- Engaged over 1,155 customers across all Council Districts
- 85% of events in Environmental Justice neighborhoods
- 23% of survey responses were from non-English speakers

In the Words of Our Department Partner:

"The expertise and innovative solutions provided by DON are assisting SPU in strengthening its dedication to community-centered, equitable engagement strategies." - SPU Division Director



Equity & Engagement Advisors

Case Study: SDOT Flip Your Trip

Project:

SDOT's Flip Your Trip program aims to decrease reliance on single-occupancy vehicles to align with the City's equity, safety, mobility, and sustainability goals.

Issue:

How to raise awareness of the Flip Your Trip program within BIPOC communities and the broader community.

Solution:

- Create outreach materials that are inclusive and accessible.
- Address barriers to participation by partnering with community based organizations.
- Involve a trusted community member representing the Black community and biking spaces as a messenger to foster trust and connection.



Equity & Engagement Advisors

Case Study: SDOT Flip Your Trip

Impact:

- 65% felt the support & tools improved their travel options
- 66% used different travel options

In the Words of Our Department Partner:

"DON's role in facilitating these efforts underscores its critical contribution to city staff, like myself, who may lack deep-rooted community connections." - SDOT New Mobility Program Manager



2024 Equity & Engagement Advisor Project List

Seattle Department of Transportation:

- Seattle Transportation Plan*
- Rainier Ave S Bus Lanes Phase 2 +* Rainier Improvements (Vision Zero)
- Aurora Ave N*
- Low-Pollution Neighborhood Community Conversations
- RapidRide J Line
- ADA Program and Transition Plan Update
- Central District Healthy Street
- Safety Transportation Research
- 12th Ave Safety Corridor
- Bike & Scooter Share Outreach
- Outdoor Activation Toolkit
- Travel Options Community Relationship Building
- Title 15 Street Use

Seattle Public Utilities:

- CRP Member Recruitment and Orientation*
- Project and Program Specific Outreach and Engagement Support
 - SPU Strategic Business Plan*
 - Longfellow Starts Here Project*
 - Holden Natural Drainage Systems Project*
 - Watershed Equity Tours Program*
 - Rainier View Project*
 - Delridge Art Project*
 - WMBE Outreach Events and Strategies
 - Emergency Response Project
 - Multifamily Recycle Outreach Project
- Community Relationship and Capacity Building Consultation and Training

** Projects continuing from 2023*



COMMUNITY LIAISONS



Community Liaisons

- Community Liaisons are independent contractors who bridge historically underserved communities with City government.
- Their role is to ensure underrepresented groups have access to City information, resources, and decision-making power.
- The program currently has **46 Community Liaisons**.

Staffing & Budget: Community Liaisons Program

Year	Personnel	FTE
2024	\$296,597	3.00
2023	\$443,510	4.00
2022	\$427,423	4.00
2021	\$295,100	3.00
2020	\$420,796	3.75

Community Liaisons are Community Navigators

- African American
- Cambodian (Khmer)
- Cham
- Chinese (Mandarin, Cantonese, Toishanese)
- Eritrean (Tigrinya)
- Ethiopian (Amharic and Oromo)
- Filipino (Tagalog, Ilocano)
- Korean
- Laotian
- Latinx (Spanish)
- LGBTQ+
- Native American
- People Living with Disabilities
- Renters
- Russian
- Seniors
- Somali
- Unhoused / Unsheltered
- Vietnamese



Community Liaisons Case Study: Seattle City Light Electrification Outreach

Project Summary: An 8-month pilot project that enrolls residents in energy-saving home improvement plans.

Community Liaisons: Cantonese, Somali, Spanish and Vietnamese liaisons provided on-site assistance, attended community outreach events, provided language services during home assessments, and summarized engagement reports.

Impacts: Helped recruit 40 home assessments and 12 free heat pump installations for eligible households.



Community Liaisons Case Study: SPU Adopt A Street

Project Summary: SPU Adopt a Street is a grassroots litter removal program in Seattle that helps keep our streets clean.

Community Liaisons: Cantonese, Mandarin, Spanish, Somali, Amharic, Filipino, and Vietnamese liaisons engaged communities to encourage volunteer sign-ups in Lake City, University District, Columbia City, Delridge, Chinatown International District, South Park, and Rainier Beach.

Impacts:

- Liaisons helped collect program feedback, which later made the program more accessible, especially with hard-to-reach communities.
- Community Liaison efforts increased volunteer sign-ups by 1,000 community participants.



2024 Community Liaisons Project List

Seattle Department of Transportation

- Aurora Ave North Engagement*
- Regional Reduced Fare Permit Senior Program*
- Seattle Transportation Plan*
- Sound Transit 3*
- Transportation Funding Priority CL Focus Group
- Rainier Bus Lane
- Safety Assessment Plan
- Automated Vehicle Inclusive Planning
- Low-Pollution Neighborhood Community

Seattle Parks & Recreation

- Little Saigon Park*

Human Services Department

- Age Friendly Seattle*

Seattle Public Utilities

- Adopt a Drain*
- Adopt a Street*
- North Thornton Natural Drainage System Project*
- Trees for Neighborhood*
- Strategic Business Plan*
- Side Sewer Assistance Program
- Fats/Oils/Grease & What to Flush
- Bitter Lake Reservoir Project
- Water Conservation Advisory Group
- Food Waste Prevention

Department of Neighborhoods

- Historic Preservation*
- People's Academy for Community Engagement*
- Food Equity Fund*
- Leadership Development*

Seattle City Light

- Communications*
- Community Engagement for Climate Resilience Strategy *
- Building Electrification & Skyway Pilot*
- Public EV Charging
- Transportation Electrician
- Time of Use Rates

Seattle Public Libraries

- High Point Programming
- NewHolly Programming
- Community Connections at Lake City
- Ducks in a Row

** Projects continuing from 2023*

NEIGHBORHOOD MATCHING FUND



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Neighborhood Matching Fund





The Neighborhood Matching Fund (NMF) provides community groups with matching funds to support community-driven projects.

Overview

Since 1988, we've funded over 5,000 projects across the city of Seattle. Every funding award is matched by volunteer labor, donated materials, donated professional services, and cash.



Why It Works

- Supports ideas initiated and championed by community.
- Strengthens community engagement and relationships.
- Supports and encourages volunteerism.
- Leverages community contributions and develops partnerships.
- Enhances the city's vibrancy and values.



Neighborhood groups, community organizations, informal groups, and business groups who want to do a project to build stronger community connections are encouraged to apply.

Who We Fund

All applicant groups must be open and inclusive, actively engage diverse community members, and be significantly composed of people who live and/or work in Seattle.



What We Fund

NMF funds a variety of unique and creative community projects.

To be eligible for funding, a project must:

- Involve community members in creating and completing the project
- Create community improvements
- Be free and open to all members of the public
- Demonstrate community match



Application Timelines & Available Funds

NMF consists of two funds totaling over \$2 million annually:

Small Sparks Fund (grants up to \$5,000)

- Ongoing through 10/31

Community Partnership Fund (grants up to \$50,000)

- March 11th and September 9th

Current Staffing

Position Titles	Full Time Equivalent (FTE)
Community Grants Manager*	1.0 FTE
Project Manager (P&D II)	3.0 FTE
Contract Specialist	1.0 FTE
Administrative Specialist**	.5 FTE
Total FTE	5.5 FTE
*1.0 FTE Community Grants Manager also oversees Food Equity Fund.	
**1.0 FTE Administrative Specialist is split with Food Equity Fund.	



A Playground for ALL

This improvement project at Green Lake Elementary School created a more equitable, inclusive, and enjoyable playground. NMF funds were used to install a new ADA accessible ramp, create a hillside play space with play features, seating areas, and accessible slides, and replace wood chips with wheelchair accessible artificial turf.

Award: \$50,000

Community Match: \$351,241



Through the Eyes of a Tiger

A team of photographers came together to create a photo documentary project that explored the Chinatown International District and documented occurrences within the boundaries of this historic neighborhood during the Lunar Year of the Tiger.

Award: \$48,451 Community Match: \$50,580



Día de los Muertos Community Celebration

NMF funds supported the Día de los Muertos celebration in the Phinney-Greenwood neighborhood. This Mexican holiday honors the deceased with a cultural extravaganza filled with food, drink, and festivities.

Award: \$5,000

Community Match: \$5,910



B.U.I.L.D. Holiday Bowl

B.U.I.L.D. hosted a series of community-building events to create leadership opportunities for Black men to positively impact, heal, unite, inspire, celebrate, engage and build their community. Events included BUILD Community Movie Nights, BUILD Holiday Bowl, BUILD Barbershop Series, and BUILD Community Kickball Event.

Award: \$50,000 Community Match: \$42,280



Volunteer Park Amphitheater

This community project focused on the planning and design of a new amphitheater at Volunteer Park. The project included improvements in design and acoustics, protection of performers from the elements, lawn grading, and improved community access, activating the park more often and returning the great West Lawn of Volunteer Park to recreational use.

Awards: \$100,000 Community Match: \$130,249



FUNDING, IMPACT AND INVESTMENT

Awards by Type (2019-2023)

Project Types	Small Sparks Awards	Community Partnership Fund Awards
Arts & Culture	74	85
Events	73	27
Physical Improvement	49	48
Planning & Design	14	21
Race & Social Justice	34	42
Grand Total	244	223

2019-2023 Small Sparks by Council District

Council Districts	# Projects	Award Amount	Match
Citywide (One or more Districts)	24	\$108,292	\$124,981
District 1	26	\$106,795	\$125,720
District 2	66	\$306,312	\$512,305
District 3	37	\$163,253	\$153,222
District 4	26	\$115,383	\$173,040
District 5	27	\$112,732	\$123,735
District 6	17	\$70,899	\$104,819
District 7	21	\$88,852	\$129,381
Grand Total	244	\$1,072,518	\$1,447,203

2019-2023 Community Partnership Fund by Council District

Council Districts	# Projects	Award Amount	Match
Citywide (One or more Districts)	51	\$1,687,780	\$2,478,598
District 1	14	\$527,940	\$446,816
District 2	56	\$2,045,177	\$2,219,125
District 3	29	\$1,032,162	\$896,585
District 4	22	\$799,200	\$873,261
District 5	17	\$558,902	\$467,455
District 6	14	\$470,895	\$332,355
District 7	20	\$642,687	\$820,947
Grand Total	223	\$7,764,743	\$8,535,142

FOOD EQUITY FUND



Seattle
Neighborhoods

Food Equity Fund



Black Dollar Days Taskforce’s Youth Farm participants with pumpkins they grew from their new garden behind the Amy Yee Tennis Center.



Clockwise from L to R: City Fruit volunteer with apples they just harvested, Villa Comunitaria’s garden beds and greenhouse building at Marra Farms



What is the Food Equity Fund?

The Food Equity Fund invests in food work led by those who experience the most food and health inequities: **Black, Indigenous, People of Color, immigrants, refugees, people with low incomes, youth, and/or elders.**

The Fund was created based on guidance from the [Sweetened Beverage Tax Community Advisory Board](#) and [SMC 5.53.055](#)



Khalil Griffin of Beacon Hill Food Forest preparing starts for the new season

Sweetened Beverage Tax (SBT) Background

Tax is levied on distributors of sugary beverages (1.75 cents per ounce)

Food Equity Fund is one of the Community Advisory Board’s signature programs. SBT also funds Fresh Bucks (OSE), Pre-natal to Three Grant (DEEL), food banks and home delivery programs (HSD) and many more!

Community Advisory Board in 2023

 Jalme Marsh #1: Food Access FEEST	 Barbara Baquero #2: Food Access UW School of Public Health	 Rebecca Finkel #3: Food Access Puget Sound Education Service District	 Bilan Aden #4: Community African Community Housing & Development	 Tanika Thompson-Bird #5: Community Got Green	
 Christina Wong #6: Public Health Northwest Harvest	 Kristin Sukys #7: Public Health Food is Medicine Consultant	 Jen Moss #8: Public Health WSU SNAP-Ed	 Barbara Rockey #9: Public Health Treehouse	 Munira Mohamed #10: Early Learning Treehouse	 Dan Torres #11: Early Learning Bezos Family Foundation

Grant Structure

Grant	Award	Feature
Food Equity Fund	Up to \$100,000	Community review panel works with DON staff and makes funding recommendations to Department Director
Starter Fund*	Up to \$25,000	Prioritizes organizations with <\$500k annual budget

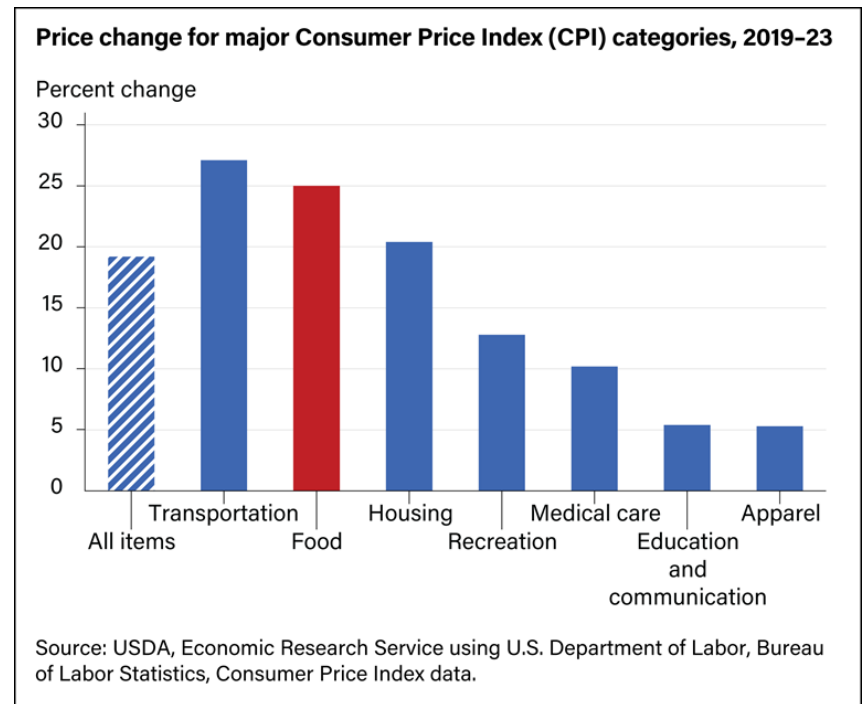
*Starter Fund was created in 2023 as a low-barrier grant program focused on smaller grassroots organizations working in the local food system. Last year, we awarded **\$318,000** to 16 organizations. For 50% of the selected organizations, this was their first City grant.

Landscape Analysis

From 2019 to 2023, the all-food Consumer Price Index (CPI) rose by 25.0 percent.

For 2022, food prices increased faster than any year since 1979.

Anecdotally, we saw an increase of groups that historically didn't consider themselves 'food organizations' take on food given the high need. At the same time, demand increased for existing food-based organizations.



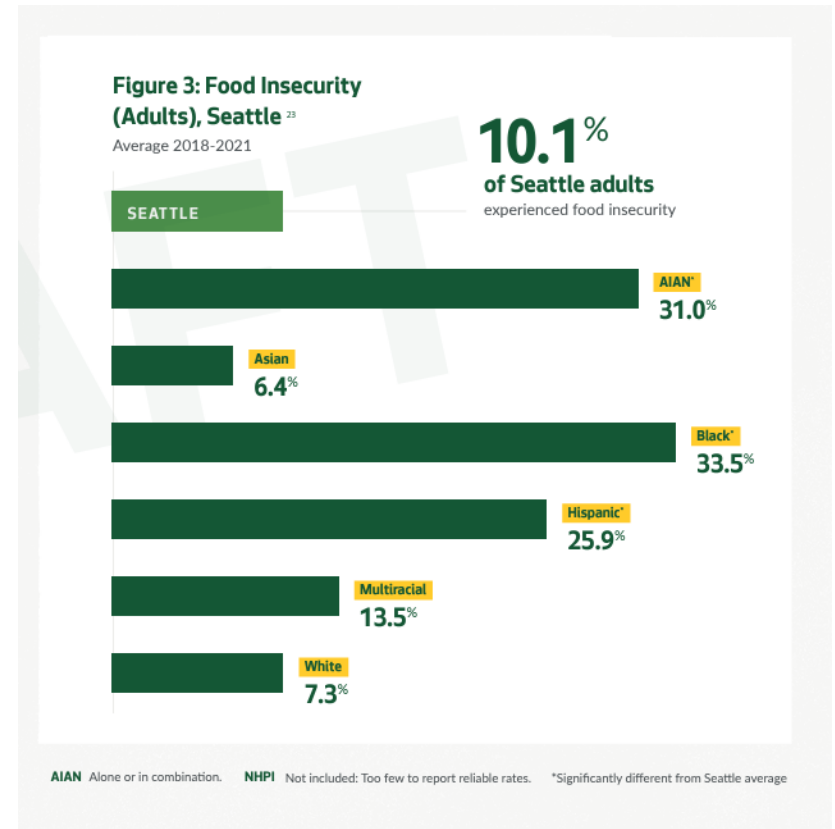
Context: Persistent Need

In Seattle, rates of food insecurity differ by race, place, and income.

- 10% of Seattle adults experience food insecurity.
- Black, Hispanic and American Indian and Alaska Native (AIAN) populations experience food insecurity at significantly higher rates.

Learn about the root causes of food insecurity on Seattle’s Race and Social Justice Initiative webpage:

[Food Insecurity - RSJI | seattle.gov](https://seattle.gov/neighborhoods/food-insecurity-rsji)

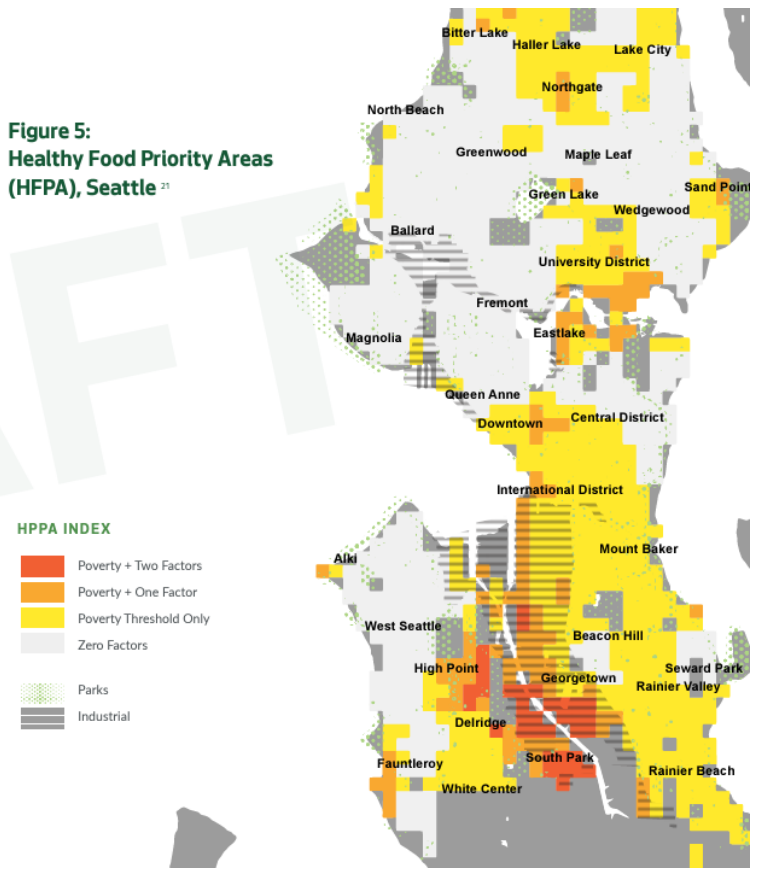


Source: King County Public Health

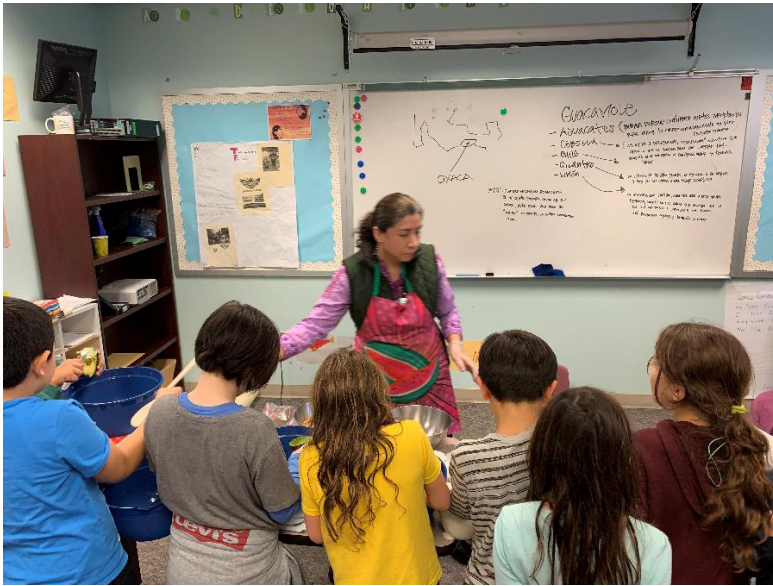
Context: Persistent Need

Local mapping studies show that low-income and BIPOC neighborhoods have a higher percentage of unhealthy food retailers and longer travel times to healthy food retailers, especially in areas near the southern boundary around the Duwamish waterway (including Georgetown, South Park, Delridge, and High Point) and in pockets in the north end.

Figure 5:
Healthy Food Priority Areas
(HFFPA), Seattle ²¹



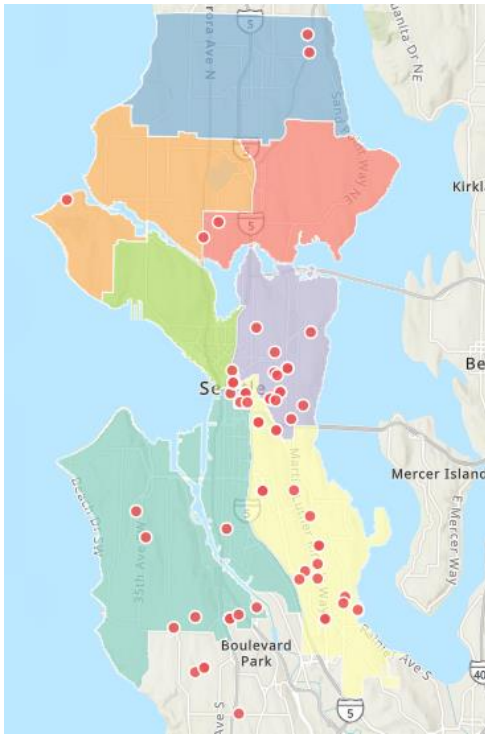
Food Equity Fund in Numbers



Chef Leticia Sanchez, owner of the Oaxacan restaurant El Ca Brito leading a workshop on guacamole with students and families at Concord International Elementary

Year	funding available	\$ of funding requests	applicants awarded
2022	\$3.6M	\$10.4M	41
2023	\$2.3M	\$8.4M	37
2024	\$2.2M	\$7.9M and counting	TBD

Food Equity Fund Map



Screenshot of Food Equity Fund GIS map, last updated June 2023

- Since 2021, we've received **\$18.4 million** (and counting) in requests for funding.
- As of April 2024, we've funded **75** unique organizations in less than 3 years.
- We are on track to grant **\$8.6 million** in funding to a diverse cohort of grantees.
- Support a wide range of projects including community gardens, youth leadership development, new and innovative food distribution sites, and more.

Outreach and Technical Support



Northend Informational Session with North Seattle College, Urban Native Education Alliance, and Somos Mujeres Latinas with support from Community Liaison Cesar Garcia



2023 Application Materials:

- [Application](#)
- [Guidelines](#)
- [Narrative Questions](#)
- [Workplan](#)
- [Grant Request Budget](#)
- [Leadership Biographies](#)
- [Community Reviewer Application](#)

[Español](#) | [Af Soomali](#) | [繁體中文](#) | [Tiếng Việt](#) | [አማርኛ](#) | [Tagalog](#)

Information Sessions and Office Hours



Join a virtual information session to learn more about the application process, qualities of a strong proposal and to ask any questions. Please register for an [information session here](#). Dates and times to be announced.

Watch a [recorded information session](#) and/or read [answers to questions](#) (last updated 2/22/2023) from all previous information sessions.

www.seattle.gov/neighborhoods | 206.684.0464



A Message From The People... To The People



www.seattle.gov/neighborhoods | 206.684.0464

Grantee Highlight: FamilyWorks



One of FamilyWorks' mobile food pantry offering fresh produce for free to community members. (Photo courtesy of FamilyWorks.)

FamilyWorks manages two food banks (Wallingford, and Greenwood Food Bank) a Mobile Food Pantry, home delivery and a text-based pick-up service.

Impact during FEF contract period (\$150,000)

Provided culturally responsive food to:

- 10,295 people via two food banks
- 3,768 people via mobile food pantry
- 4,207 people via home delivery
- 531 people via text-based pick up

Established and strengthened relationships with 10 local farmers including: Muckleshoot Tribe, Cascadia Produce, Alvarez Farms, Aztec Imports, Friendly Hmong Farms and more.

Serving neighborhoods/population: low-income families in Wallingford, Greenwood, Phinney Ridge, Bitter Lake, Roosevelt, Crown Hill, Green Lake, Fremont.

Grantee Highlight: Friendly Islands of Tonga Seniors, Youth and Family (FITS)

FITS was founded in 1983 to provide a sense of belonging and community for newly immigrated Tongans. Historically, the organization had weekly food distribution and community meals twice a month but had to stop due to COVID-19.

Impact: (\$20,000)

- Culturally relevant grocery boxes to **183** Pacific Islander seniors and their families
- First ever grant; have historically relied on donations and volunteers
- Developed meaningful partnerships with local Polynesian grocery stores

Serving neighborhoods/population: Low-income Pacific Islander seniors and their families in Delridge, Seaview, Gatewood and other West Seattle neighborhoods.



FITS youth participants work together to set up the space to be ready for food distribution for elders.

Grantee Highlight: City Fruit

City Fruit steward and harvest urban fruit trees to support sustainable and equitable access to fruit.

Impact so far: (\$77,000)

2022:

- Distributed 1,696 lbs. of fruit
- Registered 2,612 tree owners to be part of their program
- Partnered with over 25 food banks and meal programs, engaged 280+ volunteers

2023:

- Organized 23 education events with orchard stewardship partners.
- Hosted 2 work parties on winter fruit tree pruning

Serving neighborhoods/population: Citywide, provide fresh fruit to food banks, meal programs, Title I elementary schools, community centers and shelters.



City Fruit volunteers harvest and package apples for free distribution to food pantries, shelters and more.

Grantee Highlight: Lake City Collective



Lake City high school youth and their families install a new fence and several raised beds for their garden.

Lake City Collective is a grassroots organization doing advocacy work on issues that primarily impact BIPOC communities north of Seattle's ship canal.

Impact so far: (\$100,000)

- Organized 4 work parties where **200 youth and their families** build garden beds, installed fencing and planted culturally relevant vegetables.
- Hosted two community dinners, part of an ongoing series to collect recipes from elders and share a youth-led zine.
- Started organizing their *Si se puede Foodpreneurship Cohort*, a series of workshops for community members to learn how to start a food business.

Serving neighborhoods/population: youth and their families in Lake City, and surrounding neighborhoods.

Grantee Highlight: Clean Greens Farm at Black Dollar Days Taskforce



Program Director, Brione Scott and Lead Farmer Tommy Willis in front of seedling trays in preparation for their season.

Black Dollar Days Taskforce works to empower African Americans and low-income residents of Seattle with information, training, and programs that work to improve the quality of their lives.

Impact so far: (\$200,000)

- Hosted Opening Season Block Party & Fall Harvest Dinner for up to 150 community members (2022, 2023)
- 25 youth leaders in their farm program (2022, 2023)
- **Harvested 7 tons of vegetables**
- Started community herb bank behind the Amy Yee Tennis Center
- Provided weekly CSA food boxes for 25 families for 16 weeks

Serving neighborhoods/population: low-income families in the Central District, Beacon Hill, Belltown, Capitol Hill, Chinatown-International District, Columbia City, First Hill, Judkins Park, Mount Baker, Othello, Pioneer Square, Queen Anne, and Rainier Beach.

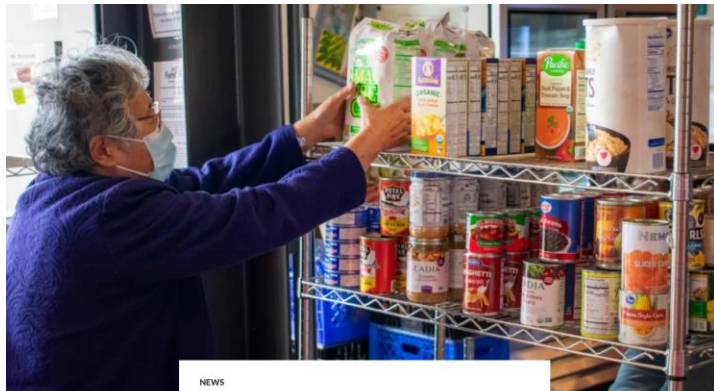
Recent Media Highlights



Environment | Garden | Local News

South Seattle plant program helps immigrants, refugees put down roots

May 7, 2023 at 6:00 am



NEWS

Capacity Building Grant Applications Now Open to Support Food Equity



Cross Department Collaboration

The Food Equity Fund is a key component of the City of Seattle Food Action Plan, which lays out a vision and roadmap for how we can support an **equitable**, **sustainable**, and **resilient** local food system.

- Supports Mayor Harrell’s One Seattle vision for **Healthy, Resilient Communities**
- Guides coordinated programming by City departments

Food Equity Fund staff serve on the Food Action Plan Interdepartmental Team and are active on the Sweetened Beverage Tax liaison workgroup in collaboration with the Office of Sustainability and Environment to support the Community Advisory Board.



Current Staffing

Position Titles	Full Time Equivalent (FTE)
Food Equity Fund Supervisor	1.0 FTE
Project Manager (P&D II)	3.0 FTE
Administrative Specialist	.5 FTE
Total FTE	4.5 FTE

Thank you!



FEF Grantee: LookListen and Learn, an early learning TV show. This episode highlights Miss Catherine teaching Alex how to make pasta salad at Rainier Beach Urban Farm and Wetlands, managed by Tilth Alliance another FEF grantee

<https://youtu.be/4yPh6w-YTmY?t=806>

Thank you!
Any questions?



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