

 Seattle Department of

**Neighborhoods**

Public Outreach and Engagement Liaisons

# POEL Program Update

**July 14, 2015**

# Public Outreach and Engagement Liaisons (POEL) Program

Implements City's commitment to Race and Social Justice and Inclusive Outreach and Public Engagement (IOPE) through meaningful inclusion of historically underrepresented communities.



# Service to City Departments

## Community Liaison Model

- Increases access to information, resources, and civic processes
- Focuses on historically underrepresented communities
- Implements racially and culturally inclusive outreach and public engagement processes
- Minimizes social/cultural barriers to civic engagement



# Engaging Communities Beyond Translation and Interpretation

- Cultural Technical Assistance
  - Help attendees understand content and materials and in language
- Facilitation and presentation (in language)
- Interpretation (simultaneous or facilitated)
- Translation of materials
- Venue/location - “going to HUCs”
- Food and childcare
- Report back, follow-through, and closing the loop

# Historically Underrepresented Communities

- Somali
- Ethiopian (Amharic)
- Ethiopian (Afaan-Oromo)
- Eritrean (Tigrinya)
- Latino (Spanish)
- Vietnamese
- Chinese (Mandarin and Cantonese)
- Cambodian (Khmer)
- Filipino (Tagalog)
- Korean
- Thai

# Historically Underrepresented Communities

- Southeast Asian ethnic minority communities - (Mien, Hmong, Chom, Khmu & others)
- African American
- Native American
- Pacific Islanders
- Youth
- Seniors
- LGBTQ
- Renters
- People Living with Disabilities
- Small businesses





# SDOT – Accessible Mt. Baker POEL Community Meetings & Focus Groups



Ethiopian (Amharic) Focus Groups



Franklin HS Youth Focus Group

# DPD – N. Delridge Action Plan

## Large City-hosted Meetings





# OED - Othello Facade Project and Commercial Stability

## Cultural Technical Assistance



# Recent Partner Departments and Projects

## DPD

- Lake City Urban Design
- Central District – 23<sup>rd</sup> Ave.
- N. Delridge (SDOT & SPU)
- Multicultural Community Ctr.
- Rental Registration and Inspection Ordinance (RRIO)
- 2035 Comp Plan

## SYVPI

- Rainier Beach Youth Safety  
– Byrne Grant

## SDOT

- Accessible Mt Baker
- Coordinated Rainier Corridor Community Update

## OED – Only in Seattle

- Lake City, University District, Hillman City, and Capitol Hill

*Average 10 City projects annually*

# POEL Range of Project Costs

\$5K - \$10K:

Surveying with 5-12 communities

\$10K - \$15K:

POELs conduct focus groups OR staff large event

\$15K - \$30K:

Multi-year and/or Citywide Projects

A combination of the above for phased (including multi-year) projects

# POEL Program Accomplishments

- **5000+ HUCs** engaged since inception in 2009
- **Input** from HUCs reflected in City's projects and initiatives
- Improved **trust** and relationship with government
- More **effective** government and community **partnerships**
- **City department participation** increased