

 Seattle Department of

**Neighborhoods**

Parks & Neighborhoods Committee Council Presentation

# **DON Public Outreach & Engagement Program**

**September 6, 2012**

# Introduction

## Public Outreach and Engagement Program

Addresses the city's desire for meaningful inclusion of all people, including underrepresented communities\* and their right to be informed and in civic participation.

\*Immigrants and refugees, seniors, people living with disabilities, renters, businesses, youth

# Background

## Definitions of Outreach and Engagement

- **Outreach:** activities that are intentionally employed to make contact and potentially develop working relationships including, but not restricted to *sharing information, education or service provision*.
- **Public Engagement:** activities that intentionally enable community members to effectively participate and engage in deliberation, dialogue, and action on issues and in the design and delivery of services.

# Background



## Brief History:

- ✓ **POL** (Planning Outreach Liaison (2009))
- ✓ **DoN-POEL** (2012 Pilot Project)
  - ❑ Opened up to all City Departments
  - ❑ Increased # of liaisons
- ✓ **Up to date Liaisons** served 19 historically underrepresented groups

# Groups served by POE Program

- African Americans
- Amharic Speakers
- Somalis
- Chinese (Mandarin and Cantonese Speakers)
- Cambodian (Khmer Speakers)
- Youth
- Seniors
- People Living with Disabilities
- Afaan-Oromo Speakers
- Tigrinya Speakers
- Laos Community
- Filipino (Tagalog and English Speakers)
- Vietnamese
- Hmong
- Mien
- American Indians and Alaska Natives
- Renters
- Hispanic and Latino Communities
- Small businesses

# Public Outreach and Engagement Liaisons

- Expert “bridge-builders” who are part of their respective community’s cultures, fluent in their respective languages, and are bi-cultural and bi-lingual.
- Neutral, quality, trusted, respectful, accountable
- Recruited, trained and supported by City staff
- Contracted with Seattle Neighborhood Group
- Employed in other jobs
- Referred by community members

# POELs

Have capacity to perform:

- Facilitation
- Presentation
- Event planning
- Simultaneous interpretation
- Translation/transliteration



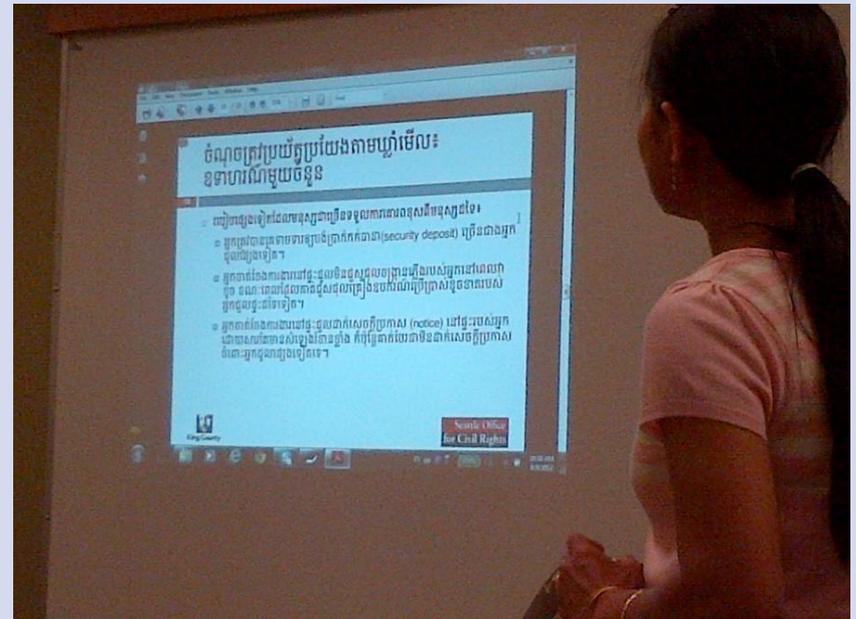
# 2012 Projects



- Neighborhood Plan Update Projects (DPD) –
  1. Rainier Beach and
  2. Haller Lake / Bitter Lake / Broadview
- Shared Multi-cultural Community Center (DON, OH, OED, DPD)
- Fair Housing (SOCR)
- Growing Healthy and Sustainable Seattle (OSE)
- Alternate Feeder Project (SCL)
- Electronic-based Permit Process (DPD)
- Parks Legacy Plan (Parks)
- Safe Communities Outreach (SPD)
- Paid Safe and Sick Time (SOCR)

# 2012 Project Example

## Training Fair Housing Advocates (Khmer Community)



# 2012 POEL Outcomes

- 22 trained POELS in 12 language / cultural groups
- 700 community members served
- 4 Projects Completed
- 2 Projects Ongoing
- 3 Projects in the pipeline
- 4 POEL members in PACE



\*Note: the POEL program was intended to be a pilot of 5 to 6 projects. By December of 2012, the program will have completed 9 projects and served 8 departments.