Equity Toolkit Application

“Love Food, Stop Waste” Project

October 5, 2016
Equity Toolkit Overview
Purpose

The SPU Equity Planning Toolkit is comprised of worksheets for use in planning and decision-making processes to help ensure equitable access and outcomes for all those who live, work, and play in Seattle.

Use of the Equity Planning Toolkit helps meet the SPU Inclusion Value to listen and collaborate to ensure our actions are equitable and improve quality of life. As a result, a more inclusive range of customers truly reflecting the diversity of our community will engage and benefit from all the SPU offers.

SPU Equity Toolkit SharePoint site:
https://seattlegov.sharepoint.com/sites/SPU-T1/EquityTools/SitePages/Home.aspx
## Worksheets

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<tbody>
<tr>
<td><strong>Objective:</strong> Identify all known and potential stakeholders who will be impacted by the project, and what their role will or might be.</td>
<td><strong>Objective:</strong> Identify primary audiences and potential disparate impacts related to planning, design, and implementation of community outreach and engagement-related activities.</td>
<td><strong>Objective:</strong> Identify potential disparate impacts related to planning, design, and implementation of SPU services, projects, and programs.</td>
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<td><strong>Purpose:</strong> Provide a basis for further planning around what approach is most effective in engaging stakeholders, and what equity-related concerns may exist.</td>
<td><strong>Purpose:</strong> Help design outreach activities to achieve more equitable access and participation of the community and customers.</td>
<td><strong>Purpose:</strong> Help design the project to achieve more equitable access, participation, and benefits for the community and customers.</td>
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- Living documents
- Group discussion with diverse participation to bring in multiple perspectives
- Result in actionable steps, not just discussion
“Love Food, Stop Waste” Project Overview
Goals

• Increase awareness among Seattle residents about how much food we’re wasting and why it matters

• Help residents waste less food through providing them with information, resources and tools
Increase awareness among Seattle residents about how much food we’re wasting and why it matters

We waste A LOT: 40% of food in the U.S. goes uneaten. Households are responsible for almost half of that, throwing away 20% of the food we buy.

Money: An average family of 4 throws away $1500 worth of food a year.

Environment: 25% of freshwater and 5% of energy used in the U.S. is wasted on food that is never eaten. Wasted food is responsible for about 8% of global greenhouse gas emissions.

People: The use of all those wasted resources increases the cost of food, hurting low-income households the most. Wasted food uses up scarce freshwater resources in places where people are struggling with droughts, and it damages the climate we all live in.
Research Completed

2013 – weighing study (Carl)
- 100+ households measured edible vs. inedible food waste for 13 weeks
- About 1/3 of the food people were throwing out was edible
  (edible = food that is intended for human consumption, but gets thrown out because no one wants to eat it or it goes bad)

2014 – baseline survey and interviews
More than 400 in-person surveys at grocery stores, farmers markets, and community events to provide a baseline understanding of awareness, behaviors and interest in wasting less food. High participation by African American, Chinese, and Vietnamese communities. Low participation by Hispanic/Latino and East African communities.

2015 – pilot
Tested out outreach messaging, strategies and tools in key audiences.
## Primary Audiences

### 2015 Pilot
- Millennials
- African American Households
- Families with Teens
- Immigrant & Refugee Households (via EJSE collaboration)
- High-Income

### 2016-17 Campaign
- Millennials
- African American Households
- Families with Children
- Immigrant & Refugee Households (pending POEL guidance)
- General Population
# 2016-17 Timeline

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<thead>
<tr>
<th>Activity</th>
<th>Q3'16</th>
<th>Q4'16</th>
<th>Q1'17</th>
<th>Q2'17</th>
<th>Q3'17</th>
<th>Q4'17</th>
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<td>Develop outreach tools and materials</td>
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<td>Transcreate materials</td>
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<td>Direct community engagement</td>
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<td>SPU internal staff engagement</td>
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<td>Social media</td>
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<td>Traditional media</td>
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Stakeholder Analysis