

Underrepresented Populations Focus Group Summary
Neighborhood District Council Visioning/Audit Response

Date: Sept 13, 2010

Location: ACRS (Asian Counseling and Referral Service) Office

Participants (Total = 30):

Chinese (4),	Khmer (3)	People living w/ Disability (2)
Ethiopian - Amharic (4)	Latino (1)	Tigrinya Speakers (2)
Ethiopian - Oromo (2)	Native Americans (3)	Vietnamese (1)
Filipino (5)	Somali (3)	

Description:

Large Meeting with small breakout groups, facilitated by each of the Public Outreach Liaisons (POLs). POLs recruited participants for this event, combined with a meeting convened by Councilmember O'Brien for follow-up on neighborhood planning in SE Seattle. Large group moderation by Julia Salinas. Focus group exercise created by Julia Salinas and Kerry Wade, DON.

CHALLENGES TO PARTICIPATION

Issues Addressed

- Identifying the issues that pertain to that diverse group
- Issues: jobs, health, housing
- Gaining buy in from community to attend. Making attendance worth their time.
- Concept and understanding district council is important to people
- Getting people to participate in the Vietnamese community such as topics the NC can address, getting the word out, how relevant would the NC be to their community/lives; jobs talk in community
- Getting people to participate – making it relevant, topics of interest, publicity, getting the word out, finding those genuinely interested/committed

Outreach

- Language and cultural biases
- Tradition and culture
- We are not involved because we don't even know what the Council does. We have never been outreached before to be a part of this.

- Culturally appropriate outreach
- Trust (stereotype) – believing that there is no acceptance about me

Knowledge of Community

- Identifying the groups within district and contacts (2)
- Lack of information such as, no knowledge of who lives in our neighborhood
- Gathering enough participation from within the District
- Look for fresh voice, new faces, grassroots efforts

Meeting Accommodations/Amenities

- Finding appropriate resources and making it convenient (location, time, food transportation, accessibility, childcare, languages (translation, interpretation, both language and ASL, etc.) – (3)
- Time
- Transportation (2)
- Venue with disability ramps
- Notification of meeting date, time, place posted weeks ahead
- Logistics
- Making it tolerant

Trust/Accountability with Government

- Commitment, increase accountability
- Showing results of participation
- Follow up needed
- Lack of concrete goals – they're often fuzzy and this discourages many

Other

- As a current SEDC participant, would I be required to attend the NC as well or will someone collect my feedback from SEDC and communicate them on?
- Lack of caring beyond their own immediate circle
- Time is an issue

- Creating a neighborhood where people collaborate on activities – more than just meetings
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OVERCOMING CHALLENGES TO PARTICIPATION

Accountability/Follow-Up

- Follow-up (with phone calls) after send email invitations
- When issues are addressed, trust is gained, a benefit is inherent, and they see their attendance as worthwhile.
- Addressing concerns, and acting on the concerns.
- Building trust comes from the result

Meeting Accommodations/Amenities

- Provide incentives with food
- Provide transportation
- Give them incentives, food, giveaways to make them happy. And transportation
- Identify more with the audience, not just by having a person that “looks” like them, i.e. venues, type of meeting
- Make meeting resemble familiar social setting
- Hold meetings in the community – near a bus stop, have translators, interpreters, at an accessible building, offer food and childcare, clear directions (car and bus stop), ample parking
- Have interpreters
- Check with City for resources
- Do multicultural events at different venues; house meetings during evenings
- Majority culture participants need to be more responsible to be inclusive

Leadership Development

- Educate, train, inform community
- Understanding norms, cultures of minority communities
- Outreach, education, participating. We need jobs.

- Get training, spend time together with other neighbors
- Create a neighborhood where people are invited and urged to become a community that cares for one another instead of location being only reason to participate
- Community support, donations, volunteers for the various needs
- Core group of informants

Outreach

- Inform community weeks before meeting date
- Focus on outreach – one-to-one contact, advertisement (2)
- Communicating thoroughly, in person, phone calls, emails
- Attend cultural competency class, search for short documentary films, etc.
- Circulate in small size newspapers about different cultures
- Using unconventional methods: video, online interaction, virtual newsletters, happy hour, network events, make it valuable

Other

- Search a demographic data of the neighborhood
- Being “class” minded, not all have income restrictions, lack of education, transportation
- Tell them their community, they can make changes. Assemble a core group. Outreach, outreach, outreach (personal, one-on-one).
- Set goals by consensus, celebrate success (no matter how small)
- Make meetings relevant, including cultural relevance

WHAT WOULD DC MEETINGS LOOK LIKE?

(A worksheet was provided with the following sections and options to fill out.)

Day/Time:

- Wednesday, 6:30PM, once a month
- Friday, 7pm, twice per month
- Monday or Wednesday, 6:30pm, once a month

- Friday
- Saturday, in the afternoon, once a month
- Thursday, Friday, evening, lunch, once a month
- Not Sunday, weekdays might be best, Saturday good for some. Daytime good for many disabled and transit users
- Thursday, Friday, or Saturday; evenings; once a month

Venue:

- City community center (5)
- Library (4)
- School (4)
- Cultural center (4)
- Business or service center (3)
- House meeting (3)
- Place of worship (3)
- A place with decent parking
- The FCC/IDIC (ID Drop-in Center)
- Restaurant (community business owners hosting events)
- Library, School, and Community Center are welcoming and familiar.
- All OK if accessible and near major transit service.

Services:

- Food (7)
- Childcare (6)
- Interpretation (6)
- Translation (5)
- Transportation (6)
- Prizes or giveaways (5)
- Stipend (2)
- Make near major transit service

Meeting Conduct:

- Provide agenda ahead of time (2)
- Establish rules of conduct (2)
- Adhere to time established ahead of time, stick to schedule (2)
- Listen and converse
- Providing material/agendas before meeting (2)
- Having group discussions but allow individual feedback
- Good, skilled facilitation
- Keep to the agenda, shorter rather than longer
- Opportunity for written comments (emails to website)
- Use PA system
- Interpreters (language and ASL)
- Breaks as needed (food, restroom)
- Use all local/cultural TV station
- Use local newspaper
- Open-ended
- Use round robins
- Build consensus

Selecting DC Leadership:

- Vote
- Community participation; voting, elect
- Must be committed, dedicated, knowledgeable of the issues, intelligence, temperament, voting system = need to be nominated, selection of participants
- I don't know but we always respect helpful people who work for my community
- Majority vote
- Appoint/request volunteers from various interests in the community making diversity among group
- Rotate leadership often to keep meetings fresh
- Have different community member/business to host meeting every month

- Direct election
- Volunteers; nudge persons
- Pre-select; vote by consensus

ANYTHING ELSE

- Email
- Social media outlets
- Text messages
- Phone calls
- Flyers
- Outreach to potential community elders
- Translate flyers
- Use media
- Announce in places of worship, i.e. temple, churches
- Could be done by email, special media outlets
- Social media
- Pass out flyers at local social events – popular hangouts, clubs
- Include African-American business that are members of Seattle Chamber of Commerce
- Relevant community events
- One-on-one, personal contact
- Go to groups that serve the disabled community and involve them in outreach
- Contact school groups (PTAs)
- Be sensitive to other cultures (don't schedule meetings on major religious holidays)
- Go to where people already are, reach out to people when and where they are already gathered
- It is the result that will determine continued participation
- Provide multicultural activities where there is fun
- Provide resources and recognition for minority leaders