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

1. Stakeholder Analysis	2. Inclusive Outreach and Public Engagement Plan	3. Service, Project, or Program Development
Objective: Identify all known and potential stakeholders who will be impacted by the project, and what their role will or might be. Purpose: Provide a basis for further planning around what approach is most effective in engaging stakeholders, and what equity-related concerns may exist.	Objective: Identify primary audiences and potential disparate impacts related to planning, design, and implementation of community outreach and engagement-related activities. Purpose: Help design outreach activities to achieve more equitable access and participation of the community and customers.	Objective: Identify potential disparate impacts related to planning, design, and implementation of SPU services, projects, and programs. Purpose: Help design the project to achieve more equitable access, participation, and benefits for the community and customers.

- 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.

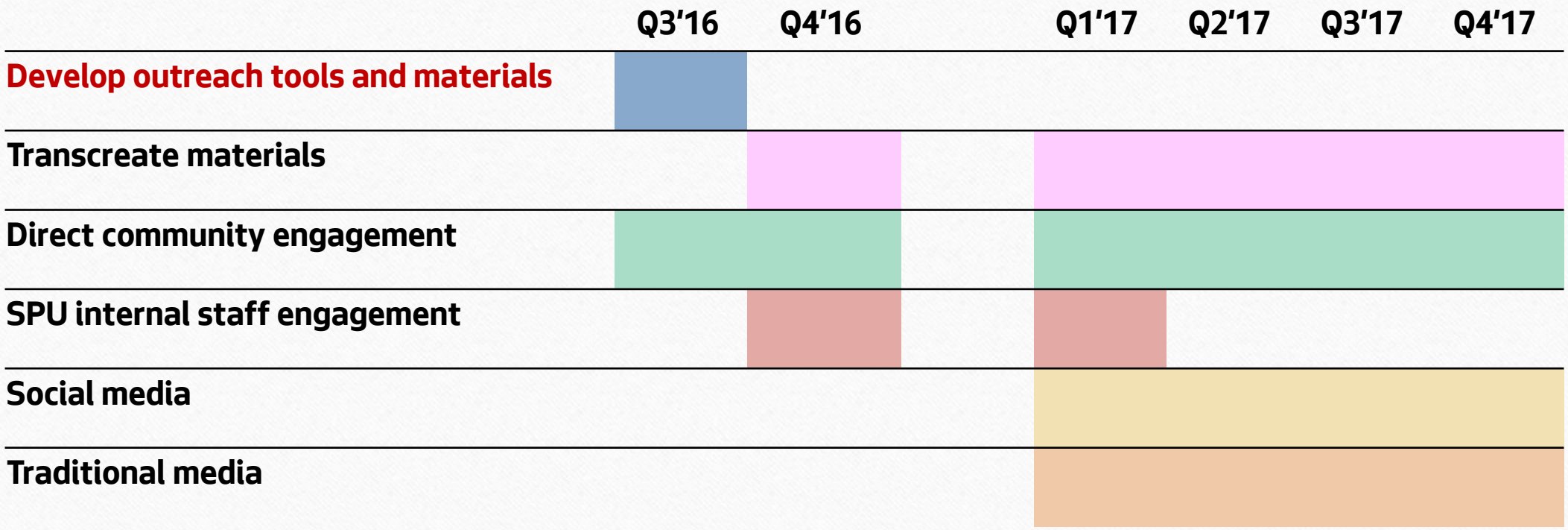
2015 – pilot

Tested out outreach messaging, strategies and tools in key audiences.

Primary Audiences

2015 Pilot	2016-17 Campaign
Millennials	Millennials
African American Households	African American Households
Families with Teens	Families with Children
Immigrant & Refugee Households (via EJSE collaboration)	Immigrant & Refugee Households (pending POEL guidance)
High-Income	General Population

2016-17 Timeline



Stakeholder Analysis