

SPU Equity Toolkit Inclusive Outreach and Public Engagement Plan Development

To be completed by the staff team involved in developing the service, project or program. If warranted, seek assistance from a SPU Service Equity Subject Matter Expert. **This tool should be used following application of the [Equity Stakeholder Analysis](#).**

SPU Service, Project or Program Title: Love Food, Stop Waste (residential food waste prevention)

Today's Date: April 3, 2017

In what [neighborhood district\(s\)](#) is this service or project taking place? Check all that apply.

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> City Wide | <input checked="" type="checkbox"/> Greater Duwamish | <input checked="" type="checkbox"/> Southeast |
| <input type="checkbox"/> Ballard | <input checked="" type="checkbox"/> Lake Union | <input checked="" type="checkbox"/> Southwest |
| <input checked="" type="checkbox"/> Central | <input type="checkbox"/> Magnolia/Queen Anne | <input type="checkbox"/> Outside City Limits: |
| <input checked="" type="checkbox"/> Delridge | <input checked="" type="checkbox"/> North | _____ |
| <input checked="" type="checkbox"/> Downtown | <input type="checkbox"/> Northeast | |
| <input checked="" type="checkbox"/> East | <input type="checkbox"/> Northwest | |

In order to ensure thoughtful and thorough responses to the questions below:

- Briefly discuss the difference between equity and equality.
- Discuss ways SPU may unintentionally create or exacerbate racial and/or socio-economic disparities through our policies, services, programs, or projects.

With your team, answer the following questions:

1. Who specifically is your
 - SPU Communications Team member (Becca) and SPU Service Equity Subject Matter Expert (Ivonne) (Becca was invited but unable to attend the equity tool meetings)
 - Additional SPU or other City Department staff team member who is familiar with the geographic area and/or ethnic community being targeted

Team members represent a variety of geographic areas in Seattle and a variety of demographic communities (age, gender, ethnicity).

2. In review of your completed Equity Stakeholder Analysis, what particular demographic or stakeholder group(s) will require more-targeted outreach or engagement by SPU?

The stakeholders supporting the program's primary audiences will require more targeted outreach and engagement. This includes African American households, millennials, families with children, and potentially immigrant and refugee communities.

3. Is the targeted community currently aware of your current planning efforts, and is there support or opposition to the service, project or program (including any proposed changes to what currently exists)? Why is there support or opposition?

In 2014, SPU conducted a baseline food waste prevention survey of more than 400 households. Based on the survey results, SPU implemented a pilot in 2015 with a focus on African American households, millennials, and families with teens. During the baseline survey and pilot, there was no opposition expressed to the program. All participants who expressed an opinion were supportive of it because they feel it's useful to them and important.

The primary audiences are not aware of current efforts to expand beyond the pilot to a long-term program.

4. How will you ensure that your outreach and engagement efforts are culturally relevant and linguistically appropriate, especially if targeting low income and/or non-English speaking persons or communities?

SPU will use the following key strategies to engage audiences:

- Hire community organizations and liaisons representative of the program's audiences to develop and implement a culturally and linguistically appropriate engagement plan for each audience;
- Transcreate materials, going beyond language translation to the transcreation of content so it resonates more with the intended audiences;
- Develop an engagement plan that addresses barriers to access and participation in low-income communities. This may include partnering with food banks.
- Develop an engagement plan for millennials. This may include partnering with corporations such as Amazon, Google, Reddit. Another partnership opportunity is schools, such as the UW sustainability office or student groups like the Net Impact Groups (e.g., UW Foster School of Business Net Impact Group, etc.). We could also look into recruiting students from the Evans School to work on the program for their capstone project. Note that we should be cautious in our use of the term "millennials" in our engagement efforts, as it may be considered offensive by some.

5. What outreach, public engagement, or communications tools or activities are appropriate for the service or project? Describe tools and activities: Refer to the [Citywide Outreach Guide](#) to determine types of appropriate engagement (e.g. survey, public meeting, etc.).

The program will include a mix of activities, potentially including direct engagement (workshops, presentations, classes, family nights, resources fairs, community events, community meals, etc.), direct mail, social media, digital media, print media, ethnic media, and neighborhood-based media such as blogs. Specific activities will be selected with community partners who work with the program audiences. For example, if the Hispanic/Latino community is selected as an audience, *cafecitos* and/or the *promotora* model may be effective approaches if deemed appropriate by community partners.

The program will also consult with Andy Ryan, SPU's media lead, to explore earned media opportunities in general, as well as in specific communities.

6. If you plan on conducting any type of survey or focus group how will you account for the equitable participation and input of low income and limited-English speaking persons? *Note: If you plan on conducting any type of survey or focus group contact Jenny Bagby (SPU Economic Services) for review and approval of your questions, implementation, and data analysis plans.*

SPU conducted a baseline survey in 2014 as a starting place for developing the 2015 Love Food, Stop Waste pilot. The baseline survey data has a lot of limitations, though. The program will continue collecting more in-depth information from communities to further refine the program's audiences and strategies. The methods for collecting this information will vary by community, but may include activities such as focus groups, informal discussions, and interviews. Community partners will help determine what method is culturally appropriate and lead or co-lead the data collection efforts.

The program evaluation will include a Survey Monkey to assess behavior change. The Survey Monkey request will be emailed to customers a few months after they participate in a program activity. This methodology may not be effective for all communities, so SPU will work with community partners to identify and implement appropriate strategies. For example, this may include in-language mailed surveys, in-person surveys, or focus groups.

7. Are there opportunities to leverage the outreach and engagement efforts of other current or recent SPU services or projects, especially if impacting the same geographic area or community? Do similar opportunities exist with other city departments or regional agencies?

The program will work with SPU's solid waste team to incorporate food waste prevention messaging into the residential and multifamily community engagement activities focused on composting and recycling. For example, the program is already partnering with the Natural Soil Building Program contract to include food waste prevention messaging in the Master Composter/Soil Builder training.

The program will also work with the Environmental Justice and Service Equity Team to engage the community partners they have under contract.

Another potential collaboration could be with SPU's Affinity Groups that conduct outreach for SPU at cultural events in Seattle, such as the festivals at the Seattle Center. Those events could provide a good opportunity to reach families.

There are several other potential collaboration opportunities identified in the Stakeholder Analysis that will be explored in time to identify other opportunities to leverage resources. This question can be explored more fully once specific audiences have been selected.

8. What resources (including dollar amount) do you need to properly support your initial and long term communications and public engagement efforts?

The current funding is \$50,000 for 2017, and up to \$50,000 a year for 2018 and 2019. The level of funding will place constraints on how many communities we can reach at one time. The program will be scaled to meet the available funding resources, and also look for opportunities to leverage resources within SPU and with other departments, agencies and community partners.

The program is also considering the possibility of a volunteer component, which would help improve reach.

Another low-cost way to increase reach could be through working with local bloggers or sharing information through other social media means, such as Pinterest or Instagram. We could explore the possibility of incentivizing "likes." Social media may be particularly effective with millennials and moms.

9. How will you determine that your outreach, public engagement, or communications strategy was successful? What are the measurable outcome goals associated with your outreach, public engagement, or communications strategy?

The primary goal of the program is for customers to implement a behavior change to waste less food. Success will be determined through a Survey Monkey emailed to customers a few months after they participate in a program activity. The Survey Monkey will include demographic questions to assess program success for different audiences. This methodology may not be effective for all communities, so SPU will also work with community partners to identify and implement appropriate strategies. For example, this may include in-language mailed surveys, in-person surveys, or focus groups.

In addition to evaluating behavior change, the Survey Monkey and alternative strategies will also track customer satisfaction with participation in the program.

The program will also use a variety of other methods to track the overall effectiveness of specific aspects of the program, such as messaging, tools, delivery methods, and partnership. For example, this may include tracking web hits, digital media clicks, social media engagement, number of people engaged in activities, and the cost effectiveness of different activities and partnerships.

Where feasible, the program will also solicit feedback from customers who chose not to participate in the program in order to better understand barriers.

10. What are your plans to keep the targeted community informed regarding key decisions and progress of your service or project?

One of the actions identified in the Stakeholder Analysis is to develop a system for tracking and reporting back how we used the input provided by stakeholders.

In addition, the program will:

- Post reports on the external SPU website;
- Potentially share some peer success stories via social media and other communications and engagement activities; and
- Look for opportunities to provide in-person updates to program participants through existing activities where they are present.

Next Steps:

- a. Using the Equity Tool Summary Memo template (below), prepare a summary memo to your supervisor highlighting next steps as a result of this analysis.
- b. Attach a copy of this completed equity planning tool and summary memo to your other planning documents.
- c. Send an electronic copy of this completed document for review to your SPU Communications Team member AND SPU_EquityTeam@seattle.gov
- d. Work with your Communications Team staff person to build key steps from this tool into your project's Communications Plan



Date: April 3, 2017
To: Rich Gustav, Segoo Jackson
From: Veronica Fincher
Re: Love Food, Stop Waste (residential food waste prevention program)

As a result of applying the Inclusive Outreach and Public Engagement Plan to the “Love Food, Stop Waste” we have identified next-step follow-up tasks:

Task Description	Intended Benefits of Described Task	Staffing/Resource Needs
1. Work with partners to develop and implement engagement and marketing plans for priority audiences, including millennials, families with children, African American households, and potentially immigrant and refugee communities.	Culturally appropriate and effective engagement strategies that result in the desired behavior changes.	Staffing: Veronica Fincher Funding: up to \$25,000/year
2. Work with partners to develop and implement an engagement and marketing plan for low-income communities, including: <ul style="list-style-type: none"> • how low-income households can equitably access the program; • need-based incentives distribution plan; • ideas for how people can reduce waste without purchasing special products. 	Culturally appropriate and effective engagement strategies that result in the desired behavior changes.	Staffing: Veronica Fincher Funding: TBD
3. Complete the transcreation contracting process and begin transcreation of program materials.	Culturally relevant and effective program materials.	Staffing: Veronica Fincher Funding: up to \$50,000 for 5 years

4. Finalize the Survey Monkey to use as a basis for developing alternative evaluation strategies. Work with partners to develop culturally appropriate evaluation strategies for selected audiences.	Ability to evaluate if the program is successfully achieving equitable results.	Staffing: Veronica Fincher Funding: TBD
5. Develop a system for tracking and reporting back the outcome of the program to participants.	Accountability to program participants. Creating ownership and advocates.	Staffing: Veronica Fincher Funding: minimal

As a result of applying the Inclusive Outreach and Public Engagement Plan to the “Love Food, Stop Waste”, the following items should be considered by appropriate ‘upstream’ management or governing bodies:

Recommendation & Brief Description	How and when will this recommendation be presented to the appropriate upstream management or governing body?
1. Increasing the annual budget to \$100,000 in 2018 and 2019 will allow the program to do more meaningful one-on-one engagement with diverse audiences in Seattle through community partnerships, while also broadening overall awareness through media-focused activities in multiple communities.	Via the equity memo submitted to immediate managers. Managers were also involved in the discussions to complete the equity tools.
2. SPU developed the Community Engagement SharePoint Site several years ago, but has not devoted any staff resources to updating the site since. If SPU were to devote ongoing staff resources to maintaining the site, it can be a useful tool to help programs plan equitable engagement with communities.	Via the equity memo submitted to immediate managers and EJSE. Managers were also involved in the discussions to complete the equity tools.

As a result of applying the Inclusive Outreach and Public Engagement Plan to the “Love Food, Stop Waste”, key lessons were learned that should be applied to future related plans, projects, programs or services:

Lessons Learned
1. The importance of reporting back to program participants on the program outcomes.

cc. Sheryl Anayas, Sylvia Cavazos, Linda Jones, Pat Kaufman, Ivonne Rivera Martinez, Socorro Medina, Kelsey Neal, Vic Roberson, SWAC