



Seattle  
Neighborhoods

Social Media  
Engagement Growth  
**+119%**

YOUR VOICE,  
YOUR CHOICE  
**+67%**  
IDEAS

NEARLY  
**3x**  
PACE  
PARTICIPANTS

**90**  
P-PATCHES  
BECAME COMMUNITY  
EMERGENCY HUBS

# INCLUSIVE+ EQUITABLE

CREATED 2  
NEW COMMISSIONS  
AND RECEIVED  
**500+**  
DIVERSE  
APPLICANTS

Created  
**35** Neighborhood  
Snapshots  
to support  
outreach

**3724** people participated in  
Community Conversations,  
Staff Conversations and Transportation Equity Fairs

... in 16 **UNDERSERVED**  
Communities

**\$3.45mil**  
awarded via  
Community Partnership  
Fund

**463**  
Events attended by  
Community Engagement  
Coordinators

HALA videos  
in 8 languages  
**33k+**  
VIEWS

**18**  
LANDMARKS  
DESIGNATED

**0**  
LATE  
INVOICES



## 2017 ANNUAL REPORT

# LETTER FROM THE DIRECTOR

2017 was quite the year. It was the first full year since the Department of Neighborhoods was charged with leading a citywide effort to advance more equitable outreach and engagement practices and foster more inclusive and efficient government processes. To say that it was a busy year would be an understatement. To say it was successful doesn't feel adequate. It was so much more than that. 2017 was exhausting and exhilarating; it was intentional and inspirational; and it was creative and innovative.

Operating with an equity lens, we were mindful of the work we do and how we do it. We were constantly reminded about the WHY. **Why do we do the work we do?** The answer is simple: it is because of you – the people we work with and the people we work for.

We strive to strengthen Seattle by engaging all communities. We do this by fostering community partnerships, cultivating emerging leadership, and facilitating community inclusiveness. Outreach and engagement is the core of what we do, and equity and transparency are our guiding principles. We hope you see that in our annual report.

Our work is about people and that is the focus of this report. It is a snapshot to show you what we are doing and how people are responding. As this was our first full year leading this drive toward equity and inclusion, the data is still relatively new, but the patterns and trends are encouraging.

- 463 events attended by our Community Engagement Coordinators
- 284 applications received for our Community Involvement Commission
- 16 new Community Liaisons representing underserved and/or underrepresented communities
- 3,724 people reached through our Community Conversations, Staff Conversations and Transportation Equity Fairs
- 383% increase in the number of Neighborhood Matching Fund (NMF) awards for projects over \$25,000
- 45% increase in new applicants to NMF
- 67% increase in ideas submitted for Your Voice Your Choice
- 119% increase in engagement on our social media channels

We believe that successfully engaging the community in process increases the likelihood of public support and better outcomes. By aligning our outreach and engagement efforts we are able to develop more authentic partnerships among community members and stakeholders and better effect change throughout the city.

This report is for you and because of you. Thank you for your interest, your time, and for being part of the solution.

Kathy Nyland



# OUTREACH + ENGAGEMENT



## INTRODUCING:

### Neighborhood Snapshots



Kickstarting outreach and local knowledge for community groups is the goal of the snapshot. This year DON created a universal template and over 35 neighborhood snapshots to give City staff and community members a headstart on learning about the people and places where they are working and doing projects.

### Add Your Voice

In 2016, we launched this centralized online public comment and feedback hub as a central place to house all ongoing surveys. Its purpose was to make it easier for community members to add their voice and build upon awareness and momentum.

- 2016: 30 surveys posted.
- 2017: 109 surveys posted.

### Outreach and Engagement Intakes

In 2016, staff began doing intakes with City departments to help us identify key outreach and engagement elements proposed by departments, as well as identify opportunities for collaboration and coordination.

- 2016: 95 intakes completed.
- 2017: 113 intakes completed.

### Community Engagement Coordinators

This past summer, this team was given a new role providing equitable outreach and engagement to community members to ensure more inclusive participation. They provide a personal connection between community members and City government, serve as the “eyes and ears” keeping their finger on the pulse of community needs, and support outreach conducted by other City departments.

- Between April – December, the Community Engagement Coordinators participated in 463 community events, meetings, and activities.
- Supported underrepresented groups, e.g., sanctioned encampment Community Advisory Committees, Village Movement groups, SHA Resident Councils



## Community Involvement Commission (CIC)

The CIC was established in 2017 to advise Seattle Department of Neighborhoods and other City departments on coordinated, citywide outreach and engagement activities. In 2017:

- 284 community members applied to serve on the commission.
- 16 commissioners appointed, including 1 Get Engaged member.
- The commission had six in-person meetings, where they created bylaws and a governance structure, built positive relationships and trust among commissioners, and identified priorities and goals for the workplan.
- The commission had four briefings from internal City programs.



## Seattle Renters' Commission (SRC)

The SRC was established in 2017 to advise the Mayor and Seattle City Council on issues and policies of importance to tenants in residential rental properties citywide.

- 261 community members applied to serve on the commission.
- 13 commissioners appointed, including 1 Get Engaged member; 2 commission-selected members to be appointed.
- First meeting was on October 2 and are held monthly.

## Seattle Youth Commission (SYC)

Appointed by the Mayor and Seattle City Council, the SYC was established to connect youth to local elected officials, advise on City policies, and discuss issues that youth are facing.

In 2017, there are 13 youth from 8<sup>th</sup> - 12<sup>th</sup> grade representing 11 public schools and 2 private schools. The final two members are expected to be appointed in early 2018.



## HALA Outreach and Engagement

With 65 HALA strategies, every community is touched by these efforts. To best address a diverse public, DON hosted and attended events, used a host of online tools, and responded to individual questions via phone, email, and in person.

- Postcards and door knockers reached +88K households.
- 193 in-person and online events (2016/2017 through September); 5 events featured Mixed Reality technology showing proposed changes.
- 53% growth in newsletter subscribers in 2017.
- 1,167 participated in Consider.It, our online feedback tool; 36% growth in 2017.
- HALA Accomplishments video created in 7 languages; received 23,000 views on Facebook. English language video received over 10,000 views on Facebook.



## Find It, Fix It Community Walks

These events provide an opportunity for community members to have direct access to police and City officials. Together they walk through a neighborhood and identify physical elements that make the neighbors feel unsafe.

In 2017, there were:

- 6 walks with 207 participants.
- 64 bags of litter collected.
- 9 community grant projects; approximately \$12,000 awarded.
- 209 issues identified on walks; 151 completed to date; 60% completion rate. City took care of:
  - 22 illegal dumps
  - 22 potholes
  - 11 overgrown vegetation
  - 11 trees planted
  - 49 other concerns
    - 3 vacant buildings secured
    - 4 abandoned vehicles addressed
    - 7 parking reports addressed
    - 18 sign and signal maintained
    - 8 streetlights fixed
    - 9 damaged sidewalks repaired

# LEADERSHIP DEVELOPMENT



## Community Liaisons Program

DON helps other City departments provide equitable outreach and engagement to underserved communities in a culturally competent and respectful manner. Our Community Liaisons are independent contractors who serve as a resource and liaison to community members, provide quality translation and interpretation, and advise the City on how best to engage with communities.

**3724** people participated in  
Community Conversations,  
Staff Conversations and Transportation Equity Fairs

... in **16 UNDERSERVED**  
Communities

**Projects for City departments** – we partner with City departments on their projects.

- 2015: 11 projects with 4 departments with 35 liaisons on the roster.
- 2016: 30 projects with 12 departments with 62 liaisons on the roster.
- 2017: 57 projects with 17 departments with 75 liaisons on the roster.

**New Communities** – we continue to expand the communities and languages we serve.

- 2015: 17 Total (Oromo, African American, Youth, Native, Amharic, Mandarin, Cantonese, Tagalog, Korean, Khmer, Senior, People Living with Disabilities (wheelchair community), Spanish, Mien, Tigrinya, Vietnamese, Somali).
- 2016: 33 Total (All the above, plus Punjabi, Hindi, Urdu, Thai, Kiswahili, Farsi, French, Chichewa, Bhutanese, Nepali, Russian, Ukrainian, Polish, Arabic, People with Disabilities (autism), Burmese).
- 2017: 39 Total (All the above, plus People experiencing Homelessness, People with Disabilities (blind and general advocate), Cham, and Formerly Incarcerated).

**Translation/Proofreads** – we provide quality translation and proofreading services to City departments.

- 2016: Translations: 157  
Proofreads: 155
- 2017: Translations: 158  
Proofreads: 205 (includes 3 City videos: Democracy Voucher; HALA Annual Report; How to Use 9-1-1)



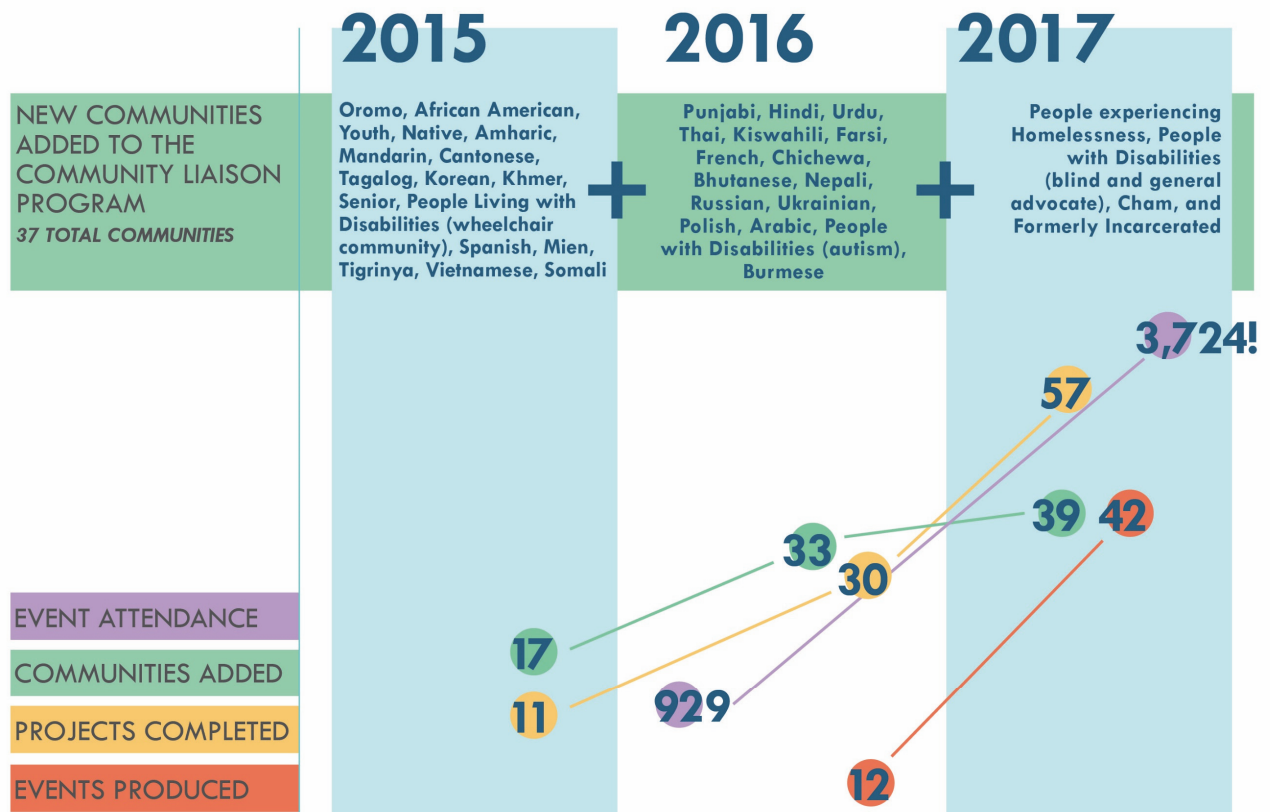
## Community Conversations, Staff Conversations, and Transportation Equity Fairs

Following the best practice of going to where people are, *Community Conversations* bring City resources to community-based settings and organizations. New in 2017 are *Staff Conversations* where we bring in-depth topics to small nonprofits and *Transportation Equity Fairs*, which are events we produce for Seattle Department of Transportation to expand opportunities for income-eligible community members to enroll in affordable transportation programs.

- 2016:  
Produced 14 Community Conversations, Staff Conversations, Transportation Equity Fairs.  
Reached 929 people in 16 underserved communities.
  
- 2017:  
Produced 42 Community Conversations, Staff Conversations, and Transportation Equity Fairs.  
Reached 3,858 people in 16 underserved communities.
  - Community Conversation attendance – 1,564
  - Staff Conversation attendance – 113
  - Transportation Equity Fair attendance – 2,181
  - Of the people attending:
    - 50% has never interacted with government.
    - 18% has interacted with government 1 time.
    - 32% has interacted with government 2 or more times.Forged 34 partnerships with community-based organizations, schools, subsidized housing units, and faith institutions.

## OVERALL GROWTH

## COMMUNITY LIAISON + COMMUNITY CONVERSATIONS



### People’s Academy for Community Engagement (PACE)

PACE offers leadership development and skill building for emerging leaders. What started as an annual program has nearly tripled in participants. It has also tripled the number of classes with sessions in winter, spring and fall.

- From September 2015 – June 2016: 24 participants.
- From September 2016 – June 2017: 95 participants.

We also piloted a new program called “Pop Up PACE” which brought PACE classes to underserved communities for free. We held two Pop Up PACE classes in 2017 and reached 32 people in English, Spanish, Amharic and Tigrinya.





# COMMUNITY INVESTMENTS



## Neighborhood Matching Fund

In 2017, we made the Neighborhood Matching Fund easier for community members to apply and we increased its scope and reach. Two former funds were consolidated to create the *Community Partnership Fund* which provides funding from \$5,000 to \$100,000 and has three funding cycles.



2016:

- Awarded 7 applicants a total of \$640,000 for projects over \$25,000.

2017

- Awarded 55 projects totaling \$3.1 million for projects over \$25,000.
- 383% increase in the amount awarded as compared to 2016 for projects over \$25,000.

The *Small Sparks Fund* also increased from a maximum of \$1,000 to \$5,000.

2016:

- Awarded 84 projects of 106 applications totaling \$77,300.

2017 (as of September):

- Awarded 111 of 149 applications totaling \$391,500.
- 89% of awardees requested over \$1,000 which would have been ineligible with the previous threshold of \$1,000.



## Duwamish River Opportunity Fund

The Duwamish River Superfund clean-up has been challenging for the neighboring communities. This \$250,000 fund supports small-scale projects that help to address those challenges. In 2017, we hosted technical assistance sessions, provided early information about the rating criteria, and developed a formal application review process involving area residents.

In 2016: 4 projects awarded.

In 2017: 7 projects awarded.

## Youth Opportunity Fund

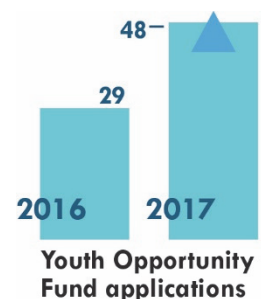
Launched in 2016, the Youth Opportunity Fund offers grants to support programs that offer positive development activities for young people of color.

2016:

- \$75,000 was available involving 2 City departments.
- 29 applications received; 5 projects awarded.

2017:

- \$142,000 was available involving 13 City departments.
- 48 applications received; 11 projects awarded.



## Your Voice, Your Choice (Participatory Budgeting)

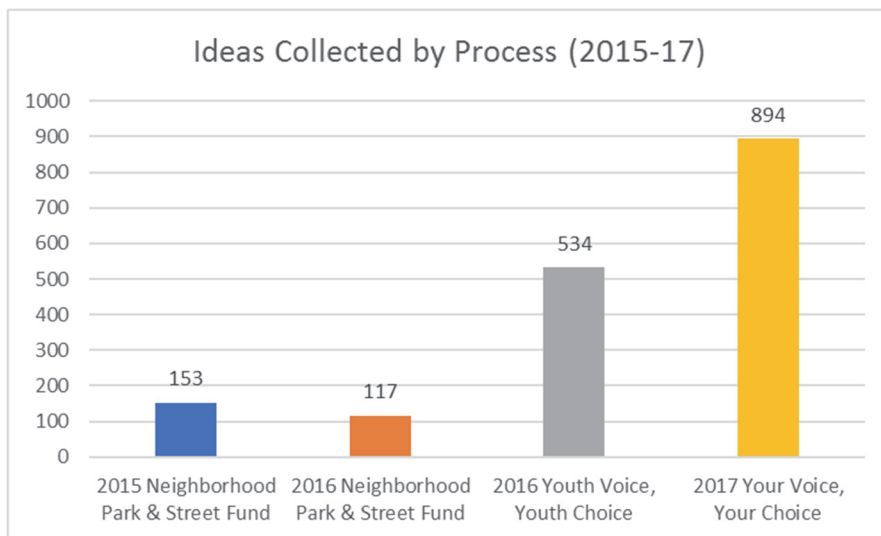
Our program lets community members have a say in how to spend a portion of the City's budget.

In 2016, the Participatory Budgeting pilot had a youth focus. The fund was \$700,000.

- 534 ideas collected.
- More than 3,000 voted.
- 7 projects funded.

In 2017, the model was applied to the Neighborhood Park and Street Fund which increased the fund to \$2 million and was expanded to include all residents.

- 894 ideas collected.
- 28 Project Development Team meetings with 375 participants.
- 7,737 people voted.
- 33 projects funded.
- 67% increase in the number of ideas collected in 2017 from the first year of Youth Voice, Youth Choice.



# COMMUNITY ASSETS



## P-Patch Community Gardening Program

This program manages community-stewarded open spaces for organic gardening. There are 90 P-Patches with 3,000+ plots for rent.

2017:

- Total number of primary gardeners: 3,125.
- Estimated number of total gardeners (including co-gardeners and family members): 6,879.
- Total number of plots awarded fee assistance: 502; amount of plot fee assistance: \$32,734.
- 59 new plots added by dividing larger plots (as they became available) to meet demand.
- Total number of volunteer hours: 36,950 total hours, a value of \$739,014.
- Through Giving Gardens, 63,511 pounds of fresh organic produce donated by P-Patch gardeners for 25 Seattle food banks and meal programs.



Plot fees collected and compared to similar period in previous years:

Year	Number of Plot Fees Collected	Amount
2017	2907	\$128,980
2016	2380	\$108,598
2015	2172	\$99,130

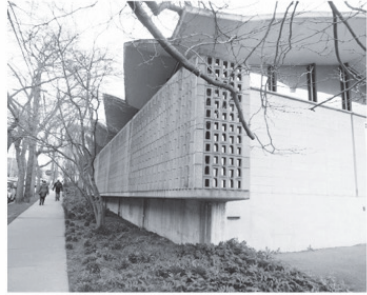
## Major Institutions and Schools Program

This program provides a way for neighbors of Seattle's 20+ larger institutions (i.e. hospitals, universities) and schools to be involved in their development plans so that neighborhood concerns are considered. In 2017:

- Standing Advisory Committees meetings (SAC): 15.
- New development projects reviewed: 1.
- UW Campus Master Plan Committee (CUCAC): 13 meetings.
- School Departure Advisory Committee Meetings: 3 meetings.
- Recommendation reports for School Departures: 2.

# 18

LANDMARKS DESIGNATED



## Historic Preservation Program

This program manages the designation and protection of more than 450+ historic structures, sites, objects, and vessels, as well as eight historic districts throughout Seattle. There are 55 volunteers who have either been appointed or elected to sit on the nine historic preservation Boards, Committees, and Commissions.

2016:

- Certificate of Approval Applications received: 489.
- Landmarks designated: 6.
- SEPA Reviews completed: 132.

2017:

- Certificate of Approval Applications received: 472.
- Landmarks designated: 18.
  - Crescent-Hamm Building, Campbell Building, Eldridge Tire Company Building, Bleitz Funeral Home, 1001 Westlake Avenue N, Gatewood Apartments, Mama's Mexican Kitchen, Sheridan Apartments, Griffin Building, Pacific Architect & Builder Building, Bressi Garage, White Garage, Shannon & Wilson Building, Seven Gables Theatre, Ingraham High School, Mount Zion Baptist Church, and Broad Street Substation, and KeyArena.
- SEPA Reviews Completed: 141.
- Completed Historic Resources Inventory of University of Washington campus.



## Communications

The strategy is to engage at a deeper level, as well as drive traffic to our website.

### Social Media Audience Growth

- Across all platforms: 12,790 followers, a gain of 2,465 followers; Audience growth: 25%.
  - Twitter: 1,022 new followers (12% growth).
  - Facebook: 1,175 new followers (64% growth).
  - Instagram: 268 new followers (158% growth).



### Social Media Engagement Growth

- Overall engagement growth (across all platforms): 119%.
- Facebook engagement: 123%.
- Twitter engagement: 109%.
- Instagram engagement: 229%.

### Newsletter Audience Growth

- Gain of 5,921 subscribers. Total subscribers now equal 12,772.
- Overall Subscriber Growth: 86%.
- New subscribers are due to both organic growth and the consolidation of contacts across the department.

### Website Traffic Growth (2016 compared to 2017)

- Unique visitors to Front Porch blog: 15,533(53% increase).
- Unique visitors to DON website: 136,466(-10% increase).



## Accounting and Finance

Affirming the City's commitment to equity, City departments set annual goals toward supporting Women and Minority-owned Business Enterprises (WMBEs). In addition, our Accounting Team works to ensure that consultants are paid within 30 days of receiving an invoice.



DON WMBE Report					
	2016		2017		WMBE Goal
	\$\$	%	\$\$	%	
Consultant	94,023	26%	\$120,882	24.23%	30%
Purchasing	171,980	49%	\$239,151,103,692	59.31%	45%

DON Prompt Pay for Consultants		
	# of late invoices	# of invoices
Consultant Contract	3	69
Consultant Roster	2	31
<b>Total</b>	<b>5</b>	<b>100</b>
% Late		5%

DON participated in the launch of the Citywide Financial and Procurement Model (CFPM) business processes and Citywide PeopleSoft Financials 9.2 system on January 2, 2018 to provide a greater level of financial transparency and accountability for the City. After years of significant planning, testing, and thoughtful efforts, DON's Finance, Budget, and Accounting Team implemented the new financial system. The team also prepared and trained DON staff on new timesheets and successfully processed its first payroll.

## Overall Staff Race/ Ethnicity Statistics

DON strives to hire staff that reflects the diversity of the Seattle community.

<b>Total Staff</b>	<b>63</b>
White	49%
Black	13%
Hispanic	8%
Asian/Pacific Islander	29%
American Indian/Alaska	2%
Minority	51%