

## 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” Project

Today’s Date: August 24, 2016

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

- |   |  |   |
|---|--|---|
| <input checked="" type="checkbox"/> City Wide | <input type="checkbox"/> Greater Duwamish    | <input type="checkbox"/> Southeast            |
| <input type="checkbox"/> Ballard              | <input type="checkbox"/> Lake Union          | <input type="checkbox"/> Southwest            |
| <input type="checkbox"/> Central              | <input type="checkbox"/> Magnolia/Queen Anne | <input type="checkbox"/> Outside City Limits: |
| <input type="checkbox"/> Delridge             | <input type="checkbox"/> North               | _____   |
| <input type="checkbox"/> Downtown             | <input type="checkbox"/> Northeast           |   |
| <input 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 (Ellen & Becca) and SPU Service Equity Subject Matter Expert (Ivonne & Maythia)
  - **Additional SPU or other City Department staff team member who is familiar with the geographic area and/or ethnic community being targeted**
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?
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?
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?

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.).
  
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.*
  
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?
  
8. What resources (including dollar amount) do you need to properly support your initial and long term communications and public engagement efforts?
  
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?
  
10. What are your plans to keep the targeted community informed regarding key decisions and progress of your service or project?

**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:**

**To:**            <<List all members of the management or governing body or group>>

**From:**        <<List all team members here>>

**Re:**

As a result of applying the Inclusive Outreach and Public Engagement Plan to the <<enter name project here>> we have identified next-step follow-up tasks:

Task Description	Intended Benefits of Described Task	Staffing/Resource Needs
1.		
2.		
3.		

As a result of applying the Inclusive Outreach and Public Engagement Plan to the <<enter name of project here>>, 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.	
2.	
3.	

As a result of applying the Inclusive Outreach and Public Engagement Plan to the <<enter name of project here>>, key lessons were learned that should be applied to future related plans, projects, programs or services:

Lessons Learned
1.
2.
3.

cc.