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Introduction

Beginning in 2018, Seattle started taxing sugary drinks distributed within the city. Seattle's Sweetened Beverage Tax (SBT) was designed to improve the health of Seattle residents by reducing the sales and consumption of sugary drinks and to raise revenue for important programs that increase healthy food access and support child health and early learning. The ordinance that established the SBT ([Ordinance 125324](#)) states the beverage tax shall be used for

- 1) expanding access to healthy and affordable food, closing the food security gap, and promoting healthy food choices and
- 2) programs that improve the social, emotional, educational, physical, and mental health for children to prepare children for a strong and fair start in kindergarten.

The ordinance also created a Sweetened Beverage Tax Community Advisory Board (CAB). The role of the CAB is to make recommendations to the Mayor and City Council on how and to what extent the City should establish and/or fund programs and activities consistent with the intent of the ordinance, which is to benefit Seattle's populations who experience the greatest education and health inequities.

The CAB also views its role to include community and stakeholder engagement with residents, subject matter experts, and community-based organizations to identify and understand resident and stakeholder interests and priorities and obtain feedback to inform the CAB's annual budget recommendations.

2019 Community and Stakeholder Engagement

Goals

In the 2019 budget, in response to the CAB's recommendations, the City allocated \$100,000 to support the CAB's community and stakeholder engagement efforts. In January and February 2019, the CAB developed the following goals for its 2019 engagement activities:

1. Consult with Seattle communities and stakeholder on the [CAB's 2019 Budget Recommendations](#) to obtain feedback to inform the CAB's 2020 Budget Recommendations. *Did we get it right? What's missing? How well did we represent your interests and priorities when it comes to healthy food access and birth-to-three services? How can we do better in our 2020 budget recommendations?*
2. Gather information to inform implementation of the current SBT programs/activities. *How are these programs functioning? What needs to be avoided or encouraged in how these programs are implemented?*
3. Inform the public of the tax and how revenues are being used as a way to build support for the tax and address any misperceptions or misinformation.
4. Start building a coalition of organizations and individuals who want to stay engaged in the CAB's work, the budget process, and/or spread information about the tax

One of the [core values of the CAB](#) is to raise up the voices of communities most impacted by health and education inequities, make space for them to speak their concerns and solutions, and center their aspirations and priorities in our budget recommendations. Our engagement efforts ultimately aim to

reach communities of color, immigrants, refugees, people with low income, and English language learners. Youth from these communities and organizations that serve these communities are also a priority to reach.

Summary of Phase 1 and 2

Each year, the CAB aims to issue its budget recommendations no later than early July. This timeline coincides with the City's annual budget process and gives the Mayor time to consider the CAB's recommendations when developing the proposed budget that is presented to City Council at the end of September. In 2019, this budget timeline challenged the CAB's desire to do meaningful and equitable community engagement. We recognized that subjecting community partners to our tight timeline pressures would make it difficult to achieve inclusive engagement and hear from communities most impacted by health and education inequities. Thus, in consultation with experts in community engagement and racial equity, we developed the following phased approach.

Phase 1 (March-May 2019) - To inform the CAB's 2020 Budget Recommendations

The CAB hosted two interactive stakeholder engagement workshops designed to gather input from nonprofit organizations and stakeholders who focus on food access, healthy eating, food justice, and health equity. Participants provided feedback on the CAB's [2019 Budget Recommendations](#) related to food access programming and gave input on how to strengthen the CAB's *2020 Budget Recommendations* related to food access programming. Due to time and resource constraints, Phase 1 did not include engagement activities with stakeholders who focus on early learning and the birth-to-three population. This a major limitation addressed in Phase 2, as is the limitation that Phase 1 activities largely engaged white individuals and white-led organizations. The Phase 1 report is [available here](#).

Phase 2 (June-December 2019) - To inform the CAB's 2021 Budget Recommendations

With staff support from the City of Seattle's Office of Sustainability & Environment and consultant Alma Villegas, the CAB contracted with 11 community-based organizations (CBOs) and 5 community liaisons that serve priority communities and are led by people from these communities. The goal of this engagement was to reach multicultural and multilingual individuals not previously reached by engagement activities. Partnering CBOs and liaisons led focus groups and distributed surveys in culturally and linguistically relevant ways. The content focused on assessing community perspectives on programs and services relating to food access, food insecurity, child development and early learning.

The following report provides a summary of the CAB's Phase 2 community engagement. Download the [full report](#) written by Alma Villegas.

Priority Audience Engagement (Phase 2)

The following is a high-level summary of Alma Villegas' community engagement report. View the [full report here](#).

In the summer of 2019, the CAB contracted with [AV Consulting](#) to facilitate an engagement process focused on gathering input on SBT investments from priority communities disproportionately impacted by education and health inequities. Consultant Alma Villegas and CAB support staff developed a community engagement process that included partnering with community-based organizations and community leaders who led culturally and linguistically relevant focus groups and survey distribution. The primary goals of Phase 2 were to:

1. Reach communities most impacted by the tax who have not previously been represented in CAB engagement activities. The priority communities identified were low-income Asian and Pacific Islander, Black/African American, Native and Indigenous communities, Hispanic, Latinx, immigrants, refugees, and communities with language barriers. Seniors and youth were also a focus in each community.
2. Gain an understanding of how priority communities define healthy food and successful parenting, as well as their perspectives on programs and services relating to food access, food insecurity, child development and early learning.
3. Receive input on food access and child development/early learning program priorities to inform the CAB's 2021 and ongoing budget recommendations.

Approach, Method and Participants

The recruitment process resulted in selecting 11 community-based organizations and 5 community liaisons. Each partner reached out to specific communities, identified in Table 2. Working with community liaisons in addition to CBOs extended the reach of the engagement beyond those who regularly participate in CBO activities. While this engagement activity did not reach all communities disproportionately impacted by the tax, it is a step towards gaining more representative perspectives.

Consultant Alma Villegas interviewed the partners to determine which topics and types of engagement activities were appropriate based on their relationships and key activities in their communities. The partners conducted 16 focus groups and distributed 380 surveys, resulting in responses from more than 480 individuals. Alma Villegas provided training and on-going support throughout the process. See Table 1 for a breakdown of the number of participants by topic and [Appendix E](#) for more information on the distribution of surveys and focus groups.

Table 1: Number of Participants (by Topic)

	Food Access	Early Learning	TOTALS
Focus Groups	57	44	101
Survey Responses	318	64	382
TOTALS	375	108	483

Table 2: Partners and Communities Reached

Community Partners	Communities Reached
COMMUNITY BASED ORGANIZATIONS	
Asian Counseling & Referral Services (ACRS)	Asian - Cambodian
Central Area Collaborative	African American, Black
Eritrean Association of Seattle (EAS)	Ethiopian/Eritrean <i>Languages: Amharic, Tigrinya</i>
Filipino Community of Seattle (FCS)	Filipino, African American
Horn of Africa Services (HOAS)	East African <i>Languages: Amharic, Tigrinya, Oromo</i>
Mercy Housing Northwest	Vietnamese
Rainier Beach Action Coalition (RBAC)	Multicultural youth
Somali Health Board	Somali
South Park Senior Citizens (SPSC)	Cambodian, Vietnamese seniors
Villa Comunitaria	Latinx
West African Community Council (WACC)	West African
COMMUNITY LIAISONS	
Erica Chung (<i>Green Shoots</i>)	Filipino, Asian, Multicultural
Mercedes Cordova-Hakim (<i>King County Promotores Network</i>)	Latinx, Multicultural
Pah-tu Pitt	Native/Indigenous
Senait Tilahun	African American, African, Mixed race
Victoria Garcia Tamayo	Multicultural

Focus Group and Survey Content Development

In consultation with Alma Villegas, the CAB identified the areas they were interested in learning more about from the focus group and survey participants. These key areas were:

- **What is “Health:”** How do participants define “healthy/healthful foods”?
- **What Works:** When it comes to increasing access to healthy food and supporting families with young children, what existing programs or approaches work?
- **Barriers:** When it comes to increasing access to healthy food and supporting families with young children – what are barriers/obstacles? What would help overcome those?
- **Program Usage:** Do participants know about and/or use family support or food access programs/services?

At kick-off events, community partners gave feedback on specific questions to ask in focus groups and surveys, as well as the length of each. They also received background information on the Sweetened Beverage Tax and the Community Advisory Board’s role in making recommendations. To see the survey and focus group questions, view Appendices C-F in the [full report](#).

Key Findings and Recommendations Summary

The following section provides a summary of key findings and recommendations for the CAB to consider when developing budget recommendations and future engagement activities.

OVERALL FINDINGS

A main theme from the community engagement activities was the lack of awareness of the Sweetened Beverage Tax (SBT) and the programs it funds. This lack of awareness impacted the community engagement process itself and was cited as a barrier to accessing healthy food as well as a recommendation to improve existing programs and services. Key aspects of this feedback are below.

- **Community partners had a hard time recruiting participants due to lack of knowledge of SBT and the programs/services it funds:** One of the key issues brought up in the feedback forms community partners completed about the community engagement process was that a lack of knowledge of the SBT made it difficult to recruit participants. Of those who did participate in a focus group or survey, a little more than half indicated they were familiar with the tax. Partners recommended investing more time and funding on educating the public about SBT and the food access and early learning/child development programs it supports before requesting further community input (see [Appendix F](#) for the full summary of community partner feedback).
- **Participants recommended increasing education and awareness through community and language-specific information sessions.** Several participants in food access focus groups indicated that lack of awareness about programs is a barrier to accessing healthy food. Participants in early learning focus groups indicated the need for more in-language promotion of programs for parents and young children. Across both topic areas, participants requested informational sessions and other promotional efforts that are specific to community groups – both culturally and linguistically. Targeted and more robust engagement is needed to understand what other types of education and awareness building would be most useful.

In addition to the need for increased awareness around these programs, there was also an overall need for more culturally and linguistically relevant programs. Examples of food access recommendations on this theme are increased access to culturally relevant food in food banks and staff who speak the language of communities served. In early learning/child development, there were several requests for more culturally relevant childcare and programs for parents.

FOOD ACCESS

Key Findings

- **Defining healthy food and identifying common stores and programs used:**
 - **What is healthy?** Most communities identified eating vegetables and fruits, organic foods, and foods important to religion, culture and tradition as healthy practices. [Appendix A](#) has a table of preferred foods by community group.
 - **Where are communities buying food?** Most people surveyed (87 percent) indicated they shop at grocery stores, with Safeway, Fred Meyer, and Grocery Outlet cited as the most popular locations. Culturally specific stores mentioned were Mekong, Lam Seafood and Latino markets.
 - **What food access programs are communities using or not using?** Based on information from the surveys (318 responses), the top food programs used were food banks (42%), Fresh Bucks (43%) and free/reduced price fruits and vegetables (32%)¹. However, as discussed in the overall findings, participants indicated a lack of awareness or education on how to access these programs. In addition, usage of these programs varied by community, as you will see in [Appendix B](#).
- **Cost is the top barrier to accessing healthy food:** Over 75 percent of participants in both focus groups and surveys indicated that cost is the top barrier to accessing healthy foods. While several groups indicated that access to culturally relevant food has improved, cost of those foods was also mentioned as a barrier. Other top barriers were proximity to affordable, healthy food options and lacking time and knowledge on how prepare healthy meals.
- **Food access needs are not one-size fits all:** While common themes emerged in the report, the findings also demonstrated how each community has unique needs and preferences based on culture, location, and financial situation. [Appendix C](#) gives more of this information. A couple highlights are the Villa Comunitaria focus group's request for more culturally relevant vegetables at Marra Farm, the Native/Indigenous groups' interest in native specific cooking and harvesting classes, and the East African groups' need for improved access to goat and halal meat locally.

¹ Survey respondents could select multiple programs, so these percentages add up to more than 100.

Recommendations

- **Top food investments recommended:**
 - Investment in an SBT program awareness campaign
 - Investment in addressing program eligibility criteria (specifically re-evaluating income eligibility to increase access to individuals and families between low- and middle-income brackets)
 - Improving food served in schools and childcare facilities
 - Expansion of food banks and food donation programs
 - Vouchers so income-eligible people can buy more fruits and vegetables
 - Giving organizations resources to design their own food programs
 - Awareness and access to community gardens so people can grow their own food
- **Improvements to existing food programs and services:** Participants also recommended a few specific improvements to existing food services and programs. These included expanding Fresh Bucks to more stores and converting to a credit card format to reduce shaming associated with voucher/coupon-based programs. Recommendations for food banks included increasing hours of operation and culturally relevant foods provided. More details on these findings and recommendations are in [Appendix B](#).

EARLY LEARNING

Key Findings

- **Defining successful parenting:** Participants indicated they feel successful in their parenting when: children can focus on education because basic needs are met, cultural experiences are shared, they are equipped to teach strong values, and when children with disabilities can be self-sufficient.
- **Challenges to accessing childcare:**
 - **Income eligibility for childcare support is limiting:** The cost of childcare was cited as a primary barrier to access. While participants knew about childcare vouchers, several participants who could use that support said the income eligibility is too low. Some suggested Seattle's cost of living should be factored into the eligibility requirements.
 - **Lack of cultural and language-specific childcare:** Participants have difficulty finding affordable, quality childcare that was also culturally relevant and language-specific.
- **In addition to childcare access, parents are seeking support in these areas:**
 - **Meeting basic needs:** Survey results indicated that paying for essentials such as rent, food and healthcare is a challenge to parenting. Focus group participants requested more help in areas such as buying food and finding financial support when unemployed.
 - **Culturally relevant support in child development and post-partum care:** Several participants indicated a need for education on child development and positive discipline, as well as breast feeding, lactation services and other post-partum support. This was especially true for new parents and single parents. Parents were also seeking language-specific and culturally relevant education to help them become self-sufficient.
- **Childcare and parent-support needs are not one-size fits all:** Similar to food access, childcare and child development needs varied by community group. Native/Indigenous and West African focus groups, for example, focused on needing culturally relevant lactation services while the African American focus group focused on support for co-parenting. More of these unique responses are in [Appendix D](#).

Recommendations

- **Top early learning services recommended**
 - Programs for childcare providers (in centers and in homes) to improve the quality of care they offer to young children
 - Expansion and training for culturally relevant and in-language childcare providers
 - Childcare vouchers to help income-eligible families on a tight budget pay for childcare (and expanding eligibility for those vouchers)
 - Programs for young parents (especially language-specific parenting and co-parenting courses)
 - Programs for young children who have developmental delays
- **Recommendations for improving programs/services:** Participants recommended adjusting the income-based guidelines for childcare support to account for cost of living in Seattle, increasing culturally appropriate and affordable childcare/daycare, and increasing multicultural/multilingual child development supports.

Next Steps

In early 2020, the CAB reviewed the findings of the phase 2 community engagement to inform the 2021 budget recommendations. The CAB will receive additional information about tax revenues and the status of current on-going allocations by April that will also inform the final recommendations. CAB members aim to finalize and transmit their final 2021 Budget Recommendation to Mayor Jenny Durkan by the end of June 2020.

Now that both community engagement phases are completed, the CAB is also developing plans to keep community partners informed and engaged on an on-going basis. These plans are in development.

The CAB is committed to sharing information with the community on our work to develop recommendations on the Sweetened Beverage Tax revenue investments. Everyone is invited to sign up to receive CAB updates via email, by emailing a request to [SBT Board@seattle.gov](mailto:SBT_Board@seattle.gov).

We also encourage you to keep up with the CAB webpage or join a CAB meeting, which are always open to the public. Meetings and agenda are posted at <https://www.seattle.gov/sweetened-beverage-tax-community-advisory-board/meetings>.

APPENDICES

Appendix A: Culturally specific healthy foods mentioned during focus groups'

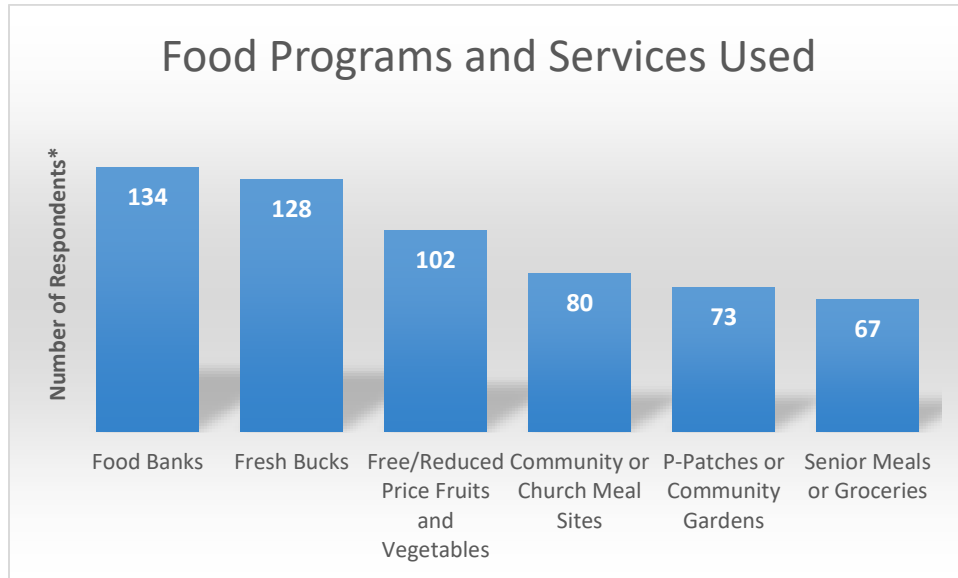
Facilitators asked focus group participants to share meals and foods they eat with their families. While this is not a comprehensive list of culturally relevant foods, it is a good starting place for the CAB, city departments and service providers to consider when choosing which foods to provide at food banks, grocery stores and other sources of food. It also indicates that learning about the food preferences of the community in an area where a new program or service is being considered is an important first step.

COMMUNITY	FOODS
African American	Fruits, vegetables, bread, and rice
East African – Amharic	Injera, rice, spaghetti, and vegetables
East Africa - Tigrinya	Beef/goat stew, injera, spaghetti, vegetables and fruits
East African – Oromo	Grains, wheat, maize, teff, injera, itto
Latinx	Tortillas, rice, beans, carnitas (pork), salsa, barbacoa (beef), pozole (pork/white corn), enchiladas, chicken soup, corn, fruits, and vegetables
Native Indigenous	Salmon, wild turkey, buffalo, venison, dried meat, smoked fish, gooseberries, and blackberries.
Somali	Fish, chicken, green vegetables, bananas, avocados
Vietnamese	Soup with beef, chicken, fish and vegetables. Rice noodles. Bitter melon, squash, green beans, and carrots.

This table is from page 13 of the [full report](#) by Alma Villegas.

Appendix B: Food Access Program Usage

In the community engagement report coordinated by consultant Alma Villegas, respondents took a survey that asked about their use of various city-funded food programs and services. The summary below gives an overview of responses about each of those programs.



**Several respondents use multiple programs, so the total is higher than the total number of surveys.*

The usage and accessibility of some of these programs varied by race/ethnicity of the respondents. Below is a summary of some key findings by community.

- **African respondents:** Out of the 30% who said they use food banks, food donation sites and Fresh Bucks, approximately 50% said they did not provide information in their preferred language or food from their culture.
- **African American respondents:** Out of 40% who said they use food banks and food donation sites, over 50% indicated they do not offer convenient hours of operation (participants were looking for more weeknights/weekends)
- **Asian/Asian American respondents:** Out of the 70% who said they use food banks or other food donation sites, 40% said they did not provide information in their language. Respondents who access church or community meal sites also indicated that sites do not offer in-language services and access to foods from their culture.
- **Latinx respondents:** Out of the 45% who said they use food banks or other food donation sites, approximately 85% said they did not provide information in their preferred language or provided food from their culture. While less than 10% responded yes to using the P-Patch program, those who did referenced using Marra Farms in South Park. Participants with access to that garden wanted to see more food from their culture to be planted there.
- **Native/Indigenous respondents:** Out of the 90% who said they use food banks or other food donation sites, approximately 60% said they did not have convenient hours of operation or provide food relevant to native people.

- **Pacific Islander respondents:** Out of the 90% who said they use food banks or other food donation sites, 100% said they are not in convenient locations and do not provide culturally relevant food.

Appendix C: Food Access Top Priorities by Community

The following summary is based on top survey responses and common topics in focus groups.

COMMUNITY	TOP PRIORITIES FOR SBT INVESTMENTS
African American	<ul style="list-style-type: none"> • Improving healthy foods served in schools (5-18 years old) and daycare facilities (0-4 years old) • Increase awareness, access and amount of healthy food vouchers (Fresh Bucks)
African	<ul style="list-style-type: none"> • Improving food served in schools (5-18 years old) • More financial support and education for culturally specific organizations to design their own food programs • Increase awareness, access and amount of healthy food vouchers (Fresh Bucks) • East African communities indicated the need to access goat and halal meat locally. They must travel outside of the city and private farmers are too expensive.
Asian	<ul style="list-style-type: none"> ➤ Improving food served in schools (5-18 years old) ➤ Vouchers so income-eligible people can buy more fruits and vegetables (Fresh Bucks) ➤ Placing water fountains or water bottle filling stations in schools and community centers
Latinx	<ul style="list-style-type: none"> ➤ Improving food served in childcare (0-4 years old) and schools (5-18 years old)
Mixed	<ul style="list-style-type: none"> ➤ Increase access to food banks and food donation programs ➤ Improving access to healthy food served in schools (5-18 years old) ➤ Increase awareness, access and amount of healthy food vouchers (Fresh Bucks)
Native Indigenous	<ul style="list-style-type: none"> ➤ Increased access to food banks and food donations that are specific to the needs of native people. ➤ Funding native specific cooking and harvesting classes. ➤ Improving food served in childcare (0-4 years old). ➤ Improving eligibility for the Fresh Bucks program.
Pacific Islander	<ul style="list-style-type: none"> ➤ Extended hours for food banks and food donation programs. ➤ Improving healthy food served in childcare (0-4 years old). ➤ Increase awareness, access and amount of healthy food vouchers (Fresh Bucks).
Multicultural Youth	<ul style="list-style-type: none"> ➤ Improving food served in schools ➤ Food banks and food donation programs ➤ Vouchers so income-eligible people can buy more fruits and vegetables (Fresh Bucks)

This table starts on page 4 of the [full report](#) by Alma Villegas.

Appendix D: Early Learning Unique Responses by Community

COMMUNITY	KEY BARRIERS	TOP PRIORITIES
African American	<ul style="list-style-type: none"> • Not having enough support to care for a disabled child. • Navigating different parenting styles when co-parenting. 	<ul style="list-style-type: none"> • Expand eligibility for childcare support. • Classes that teach parents how to navigate different parenting styles and co-parenting. • Expand childcare services for parents with disabilities.
Latinx	<ul style="list-style-type: none"> • Lack of child development programs. • Lack of affordable and well-trained child care providers. 	<ul style="list-style-type: none"> • Child development training for family members. • Expand access to family development programs in North Seattle. • Change the income-based guidelines or make the income scale higher to accommodate the high cost of living in Seattle.
Mixed	<ul style="list-style-type: none"> • Lack of available childcare. • Child development support for single parents. • Free or reduce cost for baby needs like clothing. 	<ul style="list-style-type: none"> • Parenting classes for immigrants to better understand childcare laws and available resources. • Culturally appropriate day care/after school programs. • Expansion of programs offering food and clothing beyond WIC.
Native Indigenous	<ul style="list-style-type: none"> • Lack of culturally specific services and understanding of native traditions. • Single parent support. • Acknowledgement of trauma of people with PTSD and who have experienced rape. • Lag in care for prenatal services. 	<ul style="list-style-type: none"> • Targeted and unique outreach to native communities. • Native case management and native specific hospital access (i.e. Alaskan medical system). • Native newborn groups and access to post-partum doulas, wet nurses. • Lactation lounge and supplies. • Replicate the Daybreak Star program.
West African	<ul style="list-style-type: none"> • Lack of language and culturally specific child development and lactation services. 	<ul style="list-style-type: none"> • Language and culturally specific lactation assistants/post-partum care. • Programs supporting father needs / co-parenting.

This table starts on page 6 of the [full report](#) by Alma Villegas.

Appendix E: Participants by Topic

The following tables are from the [full report](#) by Alma Villegas.

FOOD ACCESS

FOCUS GROUPS

COMMUNITIES	CBO/LIAISON	FOCUS GROUP LOCATION	NUMBER OF PARTICIPANTS
African American, African	Senait Tilahun	Van Asselt Community Center	3
East- African (Amharic)	Horn of Africa	Horn of Africa Offices – Central Seattle	6
East African (Oromo)	Horn of Africa	Horn of Africa Offices - Central Seattle	6
East African (Tigrinya)	Horn of Africa	Horn of Africa Offices - Central Seattle	6
Latinx	Villa Comunitaria	South Park Information Resource Center	10
Native Indigenous	Pah-tu Pitt	South Park Food Bank	8
Somali	Somali Health Board	Brighton Apartments – South Seattle	11
Vietnamese	Mercy Housing	Mercy Housing – South Seattle	7
TOTAL FOCUS GROUP PARTICIPANTS			57

SURVEYS

COMMUNITIES REPRESENTED	CBO/LIAISON	LOCATION	# OF SURVEYS COMPLETED
Cambodian, Vietnamese, Mixed Race	Asian Counseling and Referral Services	Mount Baker Housing	53
Multicultural	Central Area Collaborative	Various	26
Eritrean – Amharic & Tigrinya	Eritrean Association of Seattle	EAS – Columbia City	29
Pacific Islander, Latinx, African American, Mixed	Mercedes Cordova-Hakim	North Seattle – Lake City/Magnuson	12
African American, African, Mixed, Pacific Islander, Latinx, Mixed	Rainier Beach Action Coalition	Rainier Beach - Safeway	87

Multicultural	Senait Tilahun	Children's Home Society	15
Chinese, Cambodian, Vietnamese, Latinx, Mixed, African	South Park Senior Center	South Park Food Bank	61
Multicultural Youth	Victoria Garcia Tamayo	North Seattle	35
TOTAL			318

EARLY LEARNING

FOCUS GROUPS

COMMUNITIES	CBO/LIAISON	FOCUS GROUP LOCATION	NUMBER OF PARTICIPANTS
African American	Central Area Collaborative	Douglass Truth Library	10
African American Asian Pacific American	Green Shoots	Filipino Community Center	7
Latinx	Villa Comunitaria	Greenwood Library – North Seattle	4
Multicultural - African American, Pacific Islander, Latinx, Mixed Race	Mercedes Cordova-Hakim	Mercy Housing Site – Magnuson Park Seattle	4
Native Indigenous	Pah-tu Pitt	Eastern Café – International District	4
Somali Childcare Providers	Somali Health Board	Tukwila – Somali Health Board Offices	4
West African	West African Council / Senait Tilahun	Childcare Center in Kent (During the process WAC's children's center in Columbia City was displaced)	11
TOTAL			44

SURVEYS

COMMUNITIES REPRESENTED	CBO/LIAISON	LOCATION	# OF SURVEYS
Eritrean – Amharic & Tigrinya	Eritrean Association of Seattle	EAS – Columbia City	21
Multicultural – Latinx, African American, African, Mixed	Green Shoots	Denise Louie	13

Mixed, Filipino	Mercedes Cordova-Hakim	North Seattle – Lake City	3
African American, African and Mixed Race	Mercy Housing	Mercy Housing – Othello site	14
Latinx	Villa Comunitaria	South Park Information Resource Center	13
TOTAL			64

Appendix F: Community Engagement Process Feedback

The 16 participating organizations and liaisons completed an end of project report providing recommendations on the following:

- Compensation provided to engage partners in SBT engagement for multicultural communities
- Focus group and survey content and tools
- Engagement process improvements
- Improvements in increasing awareness on programs and services funded by the SBT and,
- Recommendations for next steps

Below is a summary of their responses that can inform how the CAB approaches this type of activity in the future. Consultant Alma Villegas compiled this summary in order of priority and commonality.

<p>WHAT WENT WELL</p> <p><i>The following information summarizes feedback on what went well about this community engagement process.</i></p> <ul style="list-style-type: none"> • The liaison model provides the opportunity to reach communities not typically served by Community-Based Organizations. Liaisons conduct outreach by reaching out to non-traditional community groups including faith-based organizations, neighborhood-based parent groups, and youth. • Hosting kick-off events where partners could provide feedback resulted in cutting the surveys down by 50%. However, the survey content was still too long and too broad. See the “content, tools and resources” section for recommendations on how to further improve. • The focus group content and instructions were very well organized, easy to follow, and created the opportunity for robust discussion.
<p>RECOMMENDATIONS ON COMPENSATION</p> <ul style="list-style-type: none"> • In the future, allocate consistent and increased funding for multicultural engagement; limited funding resulted in only a small segment of each community being able to participate in the focus groups and surveys. Liaisons request that the CAB take equitable steps to ensure compensation appropriately matches the time required to conduct this type of engagement.

- Surveys take time to administer, especially for community members with low literacy. Additional compensation is needed to conduct verbal surveys. One example is the Cambodian community in which many of its seniors needed to receive their surveys orally.

RECOMMENDATIONS ON CONTENT, TOOLS & RESOURCES

- CBOs and liaisons recommended limiting the surveys to a maximum of two-pages, using simpler language, and combining the food access and early learning content since most of these populations deal with lack of access in both areas.
- Focus group participants requested information such as explaining the budgeting process, providing a calendar of opportunities for communities to advocate, and specific commitments on how feedback would be used to help the Mayor and city council members prioritize highest needs communities.
- Participants recommend that in the future, both focus group and survey content be adjusted to develop well-thought out questions that are catered to each community surveyed.
- Additional recommended changes to content included adding English as one of the languages spoken, distinguishing between food trucks and fast food and encouraging participants to offer more suggestions in the survey.
- Resource requests included more multilingual resources and information about local resources beyond food access and early learning.

RECOMMENDED PROCESS IMPROVEMENTS

- The approach of engaging CBOs from multicultural and multilingual communities often requires additional preparation including facilitation and notetaking training. Some requested additional coaching on setting boundaries and strategies on redirecting participants to the content at hand.
- The process only provided one to two months to engage communities. Due to competing activities and limited CBO capacity, requests were made to extend the outreach window by at least one or two more months.
- Other process recommendations included shifting engagement to the summer when communities have more flexibility to conduct focus groups, scheduling in the middle of the day to accommodate parents with young children and longer sessions to allow for more participant comments.

RECOMMENDATION ON SBT EDUCATION

- Lack of knowledge of SBT topic interfered with participants being interested in attending the focus groups and securing overall participation. Partners recommend that more time and funding is made available to invest on educating the public about the SBT, its current food access and early learning programs and prevention tied to the health connotations of sugar in sodas before engaging community in focus groups and surveys.

RECOMMENDATIONS AND REQUESTS ON FOLLOW UP

- Youth who assisted in survey collection are very interested in staying involved with the project – some ideas include creating communication campaigns for other youth (including a more youth-

friendly fact sheet), staff community events and serve as liaisons with their parents who are mostly immigrants, low income and for whom their primary language is not English.

- While the investment in these efforts were very much appreciated and needed, overall, partners requested more targeted and in-language engagement with each of their respective communities.
- CBOs and Liaisons look forward to a report back from the CAB's regarding next steps and how their recommendations will be applied to budget decisions.