



CiviForm Program Evaluation: Informing Outreach Efforts

City of Seattle, Innovation and Performance

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Background and Evaluation Goals

CiviForm is an easy-to-use application platform that allows residents to apply for multiple City of Seattle discounts and services at once. By making it easier to apply for City benefits, CiviForm aims to reduce barriers for residents to access services, with a focus on eliminating racial and social disparities in access to City benefits.

CiviForm Vision: We believe all people should have easy access to City programs that make it possible to live and thrive in Seattle and the surrounding areas.

CiviForm Mission: We will do this by building, implementing, and promoting a responsive, accessible, one-stop-shop for Seattleites and their trusted community organizations that reduces the time and effort needed to apply for benefits and discounts.

Between June 2021 and September 2022, there were a total of 10,189 program applicants through CiviForm. 9 City programs have partnered with CiviForm for their online applications between June 2021 and September 2022.

Evaluation Goal

The goal of this evaluation is to assess CiviForm use by historically underserved populations in Seattle to help inform future outreach efforts and improve program accessibility. This evaluation will help support outreach efforts, providing insight into which communities are accessing benefits through CiviForm at a lower rate than others and may benefit most from more targeted engagement.

The findings from this evaluation will also highlight potential gaps in the data being collected by City programs. Identified data gaps will guide potential improvements to data collection practices for programs, which will improve our ability to measure program reach going forward.

Research Questions

1. How do utilization rates for CiviForm differ geographically and demographically across Seattle? ¹
2. How do applicants differ geographically across CiviForm's three most popular programs (Childcare Scholarship Program, Emergency Bill Assistance Program, and Utility Discount Program)?²
3. How do applicant distributions for those three programs compare to the distribution across Seattle of:
 - ...the low-income population?
 - ...families with children?
 - ...households struggling with income and/or affordability?
4. Where could more targeted outreach improve CiviForm utilization?
 - ...among the low-income population?
 - ...among the BIPOC population?³
 - ...in historically disadvantaged neighborhoods?
 - ...among other impacted populations?

Scope of the Evaluation

Timeline

This evaluation was completed using CiviForm application data collected between June 1st, 2021, when the application first launched, and September 30th, 2022.

Coverage

Since some programs accepting applications through CiviForm do not require Seattle residence for eligibility, **18%** of applicants between June 1st, 2021 and September 30th, 2022 lived in zip codes outside of Seattle city boundaries. This percentage is not including the **49%** of applicants who didn't provide location information. However, the scope of the analysis is limited to applications submitted by Seattle residents.

¹ Utilization rates are a percent measure that is calculated by dividing the total population of potential users by the total number of existing users. Formulas applied for measuring utilization can be found in the Methodology section of this report.

² These three programs have the highest numbers of applicants amongst programs that collect geographic data.

³ 'BIPOC' stands for Black, Indigenous, and people of color.

Summary of Findings

Overall Findings

Much of Seattle's most historically underserved neighborhoods are located in Southeast and Central Seattle. As shown in this report, CiviForm engagement in these neighborhoods is higher than in other regions. Engagement with almost all the populations included in this analysis could improve with more targeted outreach in **Northeast Seattle** (around **Northgate**, **Wedgwood**, and **Sand Point**) and in **Northwest Seattle** (around **Greenwood**, **Green Lake**, **Licton Springs**, and **Fremont**).

The table below summarizes areas identified as opportunities for more targeted outreach by region and by impacted population. Blue Xs indicate locations identified only for specific programs (where 'CSP' stands for 'Childcare Scholarship Program' and 'EBA' stands for 'Emergency Bill Assistance').

Opportunities for further outreach by population and neighborhood	BIPOC Adults	Low-Income Adults	Low-Income Families	Disadvantaged Neighborhoods	Non-English Speaking	Households with No Internet at Home	Households Struggling with Income and Affordability
Central Seattle			X - CSP	X		X	X
Northeast Seattle		X	X	X		X	
Northwest Seattle		X	X	X		X	X
Southeast Seattle							X - EBA
Southwest Seattle	X		X	X			

See the [Appendix](#) for a chart showing all areas where targeted outreach has been recommended by neighborhood, demographic focus, and program.

Race/Ethnicity Analysis

The majority of CiviForm applicants who provided race/ethnicity information identified as BIPOC, and areas with higher concentrations of CiviForm applicants match very closely to areas with higher concentrations of BIPOC adults. Although about 89% of applicants in Seattle provided race/ethnicity information in their applications, the demographic breakdown of applicants may differ if more programs choose to include a race/ethnicity question in their applications in the future. This would improve our ability to identify gaps for CiviForm users in Seattle by providing insight on the 11% that are unreported.

- The findings from this analysis suggest that more targeted outreach in **Arbor Heights** could improve BIPOC engagement with CiviForm. This could also improve engagement from low-income families.
- The findings from this analysis suggest that more targeted outreach to the **low-income American Indian/Alaskan Native and low-income White communities** could improve CiviForm engagement with these populations.

Low-Income Analysis

Zip codes in Seattle that have high numbers of CiviForm applicants mostly overlap with zip codes that have high numbers of low-income adults and low-income children. However, there are some zip codes in Seattle that have significant low-income populations but lower CiviForm utilization rates.

- The findings from this analysis indicate that more targeted outreach in **Northeast Seattle** (around **Northgate, Wedgwood, Sand Point, Ravenna**, and the **U District**) and in **Northwest Seattle** (around **Haller Lake, Bitter Lake, Greenwood, Green Lake, Licton Springs**, and **Fremont**) could improve low-income adult engagement with CiviForm.
- The findings from this analysis also indicate that more targeted outreach in the areas listed above, in **Central Seattle** (around **Squire Park** and **Madrona**), and in **Southwest Seattle** (around **High Point, Roxhill, North Delridge**, and **Arbor Heights**) could improve low-income family engagement with CiviForm, particularly for those applying for the Childcare Scholarship Program.

Disadvantaged Neighborhoods Analysis

The Seattle Office of Planning and Community Development's Race and Social Equity Composite Index boundaries are somewhat consistent with findings from the low-income analysis above.⁴ However, since the index takes a number of other factors into consideration outside of race/ethnicity and low-income status (such as immigrant status, English learner status, health disadvantages, and disability), there are areas across the map that have been identified as higher disadvantage despite having lower concentrations of low-income and BIPOC residents when compared to other neighborhoods in Seattle.

- The findings from this analysis indicate that more targeted outreach in the **U District**, in **Northwest Seattle** (around **North Beach** and **Broadview**), in **Southwest Seattle** (around **High Point, North Delridge**, and **Roxhill**), and in **Central Seattle** (around **Belltown, Pioneer Square**, the **Chinatown-International District**, the **Downtown Core**, and **Duwamish/SODO**) could improve disadvantaged neighborhood engagement with CiviForm. Overarching findings that highlight other parts of the **Northeast** (like **Northgate**) and **Northwest** (like **Greenwood** and **Licton Springs**) would also improve engagement with this population.

Other Indicators for Impacted Populations

CiviForm applicant distributions were compared to 5 different indicators for impacted populations (see Methodology section for more information). The impacted population of Non-English speaking adults matched closely with the CiviForm applicant distribution in all areas. The Emergency Bill Assistance and Utility Discount program applicant distributions were compared to indicators that intersect with income and affordability (GRAPI, unemployment, and food stamps/SNAP recipients). The Childcare Scholarship Program was compared to an indicator that intersects with families and children (free or reduced lunch recipients).⁵ All three programs highlight similar areas for improvement as the overall CiviForm applicant distribution, with a few exceptions.

- The findings from this analysis indicate that more targeted outreach in **Central Seattle** (around **Pioneer Square**, the **Downtown Core**, the **Chinatown-International District**, **Duwamish/SODO**, **South Lake Union**, **East Queen Anne**, **Eastlake**, **Montlake**, and **Madison Park**) and in **Northwest Seattle** (around **Greenwood, Green Lake, Licton Springs**, and **Fremont**) could improve engagement with households struggling with affordability. Engagement with this population could also be

⁴ See Data Sources within the Evaluation Design and Methodology section for more information on the index.

⁵ See Low-Income Analysis section in the Summary of Findings for outreach recommendations for the Childcare Scholarship Program.

improved in **Southeast Seattle** (around **South Park**, **Georgetown**, and **Beacon Hill**) for those applying for the Emergency Bill Assistance Program, specifically.

- The findings from this analysis also indicate that more targeted outreach in much of the same **Northwest** and **Central Seattle** neighborhoods listed above, along with some neighborhoods in **Northeast Seattle** (around **Northgate**, **Wedgwood**, and **Sand Point**) and in **Ballard** could improve engagement with households without internet access.

Recommendations

The findings from this report show that, in many cases, the CiviForm platform has achieved high levels of engagement in areas with high populations of underserved residents. However, this evaluation also highlights where gaps in program reach exist across Seattle. These findings will support CiviForm's goal to be a responsive platform centered around community needs and will help shape future outreach efforts. Below are a few recommendations to improve how the program assesses engagement with underserved populations through data quality improvements and increased data collection.

Demographic Data: Although about 89% of applicants in Seattle provided race/ethnicity information in their applications, only 46% of *all* applicants (including applicants outside of Seattle) provided this information. A more holistic demographic breakdown of CiviForm applicants could be achieved if more programs include a race/ethnicity question in their applications in the future. This would improve our ability to identify gaps for CiviForm users.

Geographic Data: Since geographic address data is currently self-reported and manually entered, many data entry errors were captured in the CiviForm applicant data set. Changing the method of address data entry to something more automated could improve the quality of this data. Additionally, full address data might become more feasible to collect and analyze with a more automated option for applicants to provide this information.

Internet Access: Without access to internet at home, some residents may struggle to apply for services through CiviForm. To assess the accessibility of an online platform, asking where applicants are applying from could serve as a proxy for internet access and might be helpful for targeting outreach. This information could be obtained by including a new question in applications, such as "How are you applying for this program?"

Other Benefits: Since CiviForm only collects data for programs that have partnered with the platform, it might be helpful to include a question in applications about what other benefits the applicant is receiving. This could also help to broaden the program's view of services provided both inside and outside of the City, highlighting other government-provided benefits programs and services provided by community-based organizations who may be good candidates for CiviForm onboarding in the future.

Knowledge of CiviForm: Asking applicants how they learned about CiviForm could inform the program of which outreach methods are most successful and help the program improve future outreach efforts.

Follow-up Data: CiviForm applicant data allows us to see information pulled from the program applications, but there is currently no way to tell which applicants received the services for which they applied from this data. Obtaining follow-up data from City programs could greatly improve how CiviForm approaches engagement with community, highlighting where there are gaps in services

received and, potentially, developing new ways to touch base with applicants and learn why they might not have received the services they requested.

Evaluation Design and Methodology

Data Sources

- De-identified CiviForm application data (applicant-level)
- [2021 American Community Survey \(ACS\) 5-Year Data](#)
- [2021 ACS 1-Year Data](#)
- [The Seattle Office of Planning and Community Development's \(OPCD\) Race and Social Equity \(RSE\) Composite Index](#)
- [2021 Washington Office of Superintendent of Public Instruction \(OSPI\) Free or Reduced Lunch Data](#)

Target Populations

Comparison Group 1: Seattle residents that applied for services through CiviForm between June 1st, 2021 and September 30th, 2022

- Seattle residents living in historically underserved neighborhoods who applied for services through CiviForm between June 1st, 2021 and September 30th, 2022
- Seattle residents that identify as BIPOC who applied for services through CiviForm between June 1st, 2021 and September 30th, 2022

Comparison Group 2: Whole population of low-income Seattle residents (below 200% of the US federal poverty threshold) over the age of 18

- Whole population of low-income Seattle residents (below 200% of the US federal poverty threshold) over the age of 18 living in historically underserved neighborhoods
- Whole population of low-income Seattle residents (below 200% of the US federal poverty threshold) over the age of 18 that identify as BIPOC

Comparison Group 3: Seattle residents that applied for services through CiviForm between June 1st, 2021 and September 30th, 2022 for one of the following programs:

- Childcare Scholarship Program
- Emergency Bill Assistance Program
- Utility Discount Program

Comparison Group 4: Whole population of Seattle residents belonging to each of the following populations:

- Households with a Gross Rent as a Percent of Income (GRAPI) score of 30% or higher
- Non-English Speaker Population (over the age of 18)
- Unemployed Population
- Households with No Internet
- Households Receiving Food Benefits (free/reduced lunch or food stamps/SNAP)

Methodology

Utilization Rate Formula:

(with 'Seattle Resident' characteristics varying by analysis)

$$\frac{\text{Total \# of CiviForm Applicants}}{\text{Total \# of Seattle Residents}} \%$$

Race/Ethnicity Analysis: In this report, the percentage of CiviForm applicants within each race/ethnicity category is compared to 1-year ACS race/ethnicity data on the whole population of Seattle residents who are below 200% of the US federal poverty threshold and over the age of 18 to calculate utilization rates by race/ethnicity. Additionally, the zip code tabulation area for the 5-year ACS race/ethnicity data on the whole population of Seattle residents over the age of 18 is applied as a comparative measure throughout the analysis. Zip code tabulation areas are representations of United States Postal Service (USPS) ZIP Code service areas used by the [U.S. Census Bureau](https://www.census.gov).

Low-Income Analysis: For this analysis, the ACS zip code tabulation is used to analyze 5-year ACS population data at the zip code level. The number of CiviForm applicants within each Seattle zip code is compared to ACS data on the whole population of Seattle residents that are below 200% of the US federal poverty threshold and over the age of 18 in the same zip code to calculate utilization rates by neighborhood. ACS data on the whole population of Seattle residents that are below 200% of the US federal poverty threshold and under the age of 18 is also overlayed with the CiviForm applicant data as a point of comparison, and to serve as a proxy for low-income families with children. Additionally, applicant distributions for three target programs (Childcare Scholarship Program, Emergency Bill Assistance Program, and Utility Discount Program) are compared to the distributions of low-income adults and low-income children using the same data sources.

Disadvantaged Neighborhoods Analysis: The OPCD developed the RSE Composite Index to provide City departments with a common starting point to identify the areas of Seattle that generally experience higher levels of race-based disparity. The index combines data on race, ethnicity, English learner status, immigrant status, socioeconomic disadvantages, health disadvantages, and disability. In this analysis, the index boundaries are overlayed on CiviForm applicant data to show the proportion of applicant-occupied zip codes touching each neighborhood identified as an area of high disadvantage.

Further Analysis- Other Indicators for Impacted Populations: In this report, the ACS zip code tabulation is used to analyze 5-year ACS data at the zip code level for 5 different indicators for various impacted populations. The number of CiviForm applicants within each Seattle zip code are compared to ACS data on each population residing within Seattle. Additionally, applicant distributions for three target programs (Childcare Scholarship Program, Emergency Bill Assistance Program, and Utility Discount Program) are compared to relevant indicators. The 5 different indicators include:

- Households with a Gross Rent as a Percent of Income (GRPI) score of 30% or higher
- Non-English Speaker Population (over the age of 18)
- Unemployment Rates
- Households with No Internet
- Households Receiving Food Benefits (free/reduced lunch or food stamps/SNAP)

Analytical Techniques and Limitations

Analytical Techniques

Prepping Application Data: To prepare CiviForm application data for this evaluation, the data underwent a cleaning process. Raw data for applications submitted between June 1st, 2021 and September 30th, 2022 were cleaned by completing the following steps:

- Remove identified test cases
- Remove duplicate applicants⁶
- Remove applications submitted outside of Seattle city boundaries

Demographic Application Data: CiviForm race/ethnicity data underwent a minimal amount of cleaning in preparation for a demographic analysis. CiviForm race/ethnicity categories are similar to the ACS categories, however, they are not identical. Both data sets include separate race and ethnicity questions (asking a separate question about Hispanic/Latinx origin). CiviForm applications include a 'North African/Middle Eastern' response option in an applicant race question while ACS does not. To compare this data with ACS estimates, applicants with the sole identifier of 'North African/Middle Eastern' were aggregated up into the 'White' category. This is the formal guidance from the Census Bureau on how to categorize the 'North African/Middle Eastern' category for conducting an analysis using census data.ⁱ

The CiviForm application platform also allows respondents to select more than one race. To increase comparability between data sets, all applicants with two or more races identified were classified as "Two or More Races" to match ACS categories.

In this report, utilization rates are calculated by dividing the total number of CiviForm applicants in each race/ethnicity category by the ACS population estimates for each corresponding category.

Geographic Application Data: CiviForm geographic application data is collected at the city level and zip code level. Columns collecting city-level data and zip code-level data were extracted from the raw CiviForm data set, merged, and cleaned to ensure that all application data collected at the zip code level is within Seattle city boundaries.

Since census tracts do not perfectly fit within individual zip code boundaries, the ACS zip code tabulation is used for this analysis. This provides ACS resident estimates for each Seattle zip code to then compare with the CiviForm application data.

ACS Data: In this report, ACS 5-year data for 2021 is analyzed using the zip code tabulation tool, and all included data was extracted from the Census Bureau data portal.

For the low-income analyses, the data is filtered to show all residents that meet the below 200% of the US federal poverty threshold that are both over and under the age of 18. Utilization rates for the adult population are calculated by dividing the total number of CiviForm applicants in each zip code by the population estimates from the ACS zip code level data.

ACS 5-year data on the other indicators for impacted populations did not need to be filtered.

⁶ Duplicates across programs were not removed for the program-specific analysis (since individuals can apply for more than one program).

For the demographic analysis portion of this evaluation, ACS 1-year data for 2021 is analyzed at the city level. The data is filtered to show all residents that meet the below 200% of the US federal poverty threshold, broken down by race/ethnicity and by age. This data was extracted from the IPUMS USA data portal to calculate CiviForm application utilization rates. Utilization rates are calculated by dividing the total number of CiviForm applicants within each race/ethnicity by population estimates from the ACS city-level data.

Race and Social Equity Composite Index Data: To create the RSE Composite Index, OPCD rank ordered the census tracts in Seattle from least disadvantaged to most disadvantaged using a composite score. OPCD then assigned the census tracts to quintiles, each with about the same number of census tracts.⁷ The highest priority areas have higher percentages of people of color, lower household incomes, and greater populations of people with disabilities. For this analysis, zip code data for CiviForm applicants was merged with RSE Composite Index boundary data to calculate the percentage of applicant-occupied zip codes overlapping with the two highest quintiles of disadvantage.

Potential Limitations

Evaluation Scope Limitations

1. This evaluation focuses on usage of the CiviForm platform, not the usage of individual program services.

Addressing Scope Limitations

1. CiviForm has partnered with numerous programs that have varying services, eligibility requirements, and levels of data quality. As a result, comparing utilization across programs would lead to unreliable results. Since the purpose of this evaluation is to improve CiviForm accessibility for underserved populations, the analysis is limited to utilization of the application platform.

Methodology Limitations

1. There are likely numerous variables impacting whether someone decides to apply for a City program through CiviForm.
2. The RSE Composite Index only exists at the census tract level and census tracts do not fit perfectly into zip codes.
3. ACS race/ethnicity data for populations below 200% of the US poverty threshold is only available at the city level (not zip code level).
4. Since eligibility requirements vary substantially across CiviForm programs, we are not able to filter ACS data to show complete eligible resident populations for each individual program.
5. There are some zip codes included in the analysis of Seattle-based CiviForm applicants that extend outside of Seattle city boundaries.

Addressing Methodology Limitations

1. The presence of various external variables is not unique to this evaluation. However, this evaluation does not attempt to determine any causal, explanatory conclusions for why someone

⁷ Quintiles can be described as five equal groups that a population is divided into based on the distribution of a particular measure. In this case, the quintiles represent equal groups of the population distributed across five different levels of disadvantage across Seattle.

does or does not use the CiviForm application platform. Instead, this evaluation provides descriptive findings for platform usage by demographic and geographic characteristics.

2. To avoid making assumptions about the distribution of residents across each geographic area, the RSE Composite Index boundaries are overlaid on a map of CiviForm applicants to determine the number of applicants living in each neighborhood qualified as “high disadvantage”.
3. This evaluation produces utilization rates for populations below 200% of the US poverty threshold (broken down by race/ethnicity for those over the age of 18) for all of Seattle (at the city level) due to the existing data limitations. However, ACS race/ethnicity and age data from the 2021 5-year estimates collected at the zip code level are applied in this analysis to contextualize the city-level race/ethnicity by poverty level data.
4. Instead of filtering ACS data according to varying eligibility requirements for each program, in this report, ACS data is filtered to show low-income resident populations as defined by the below 200% of the US federal poverty threshold (which represents the target population of historically underserved, low-income residents).
5. Since there are some zip codes included in this evaluation that extend outside of Seattle city boundaries, utilization rates for these zip codes will be underestimated. This is because ACS data will not filter out residents living in those zip codes that also live outside of Seattle city boundaries (while the CiviForm application data will not include applicants living outside of Seattle). Although there are no analytical techniques that can be applied to adjust for this issue, this limitation is stated in the findings of this evaluation where these city-crossing zip codes are highlighted.

Data Quality Limitations

1. Completeness of data varies across programs (specifically demographic and geographic data).
2. ACS data is based on estimates as opposed to official counts, which could result in sampling error. ACS data for the population below 200% of the US poverty threshold (broken down by race/ethnicity for those over the age of 18) was pulled from the 2021 1-year estimates, which increases the chances of sampling error for that data set.
3. There are 6 missing zip codes from the 2021 5-Year American Community Survey Zip Code Tabulation population estimates (98124, 98114, 98127, 98111, 98160, and 98145).

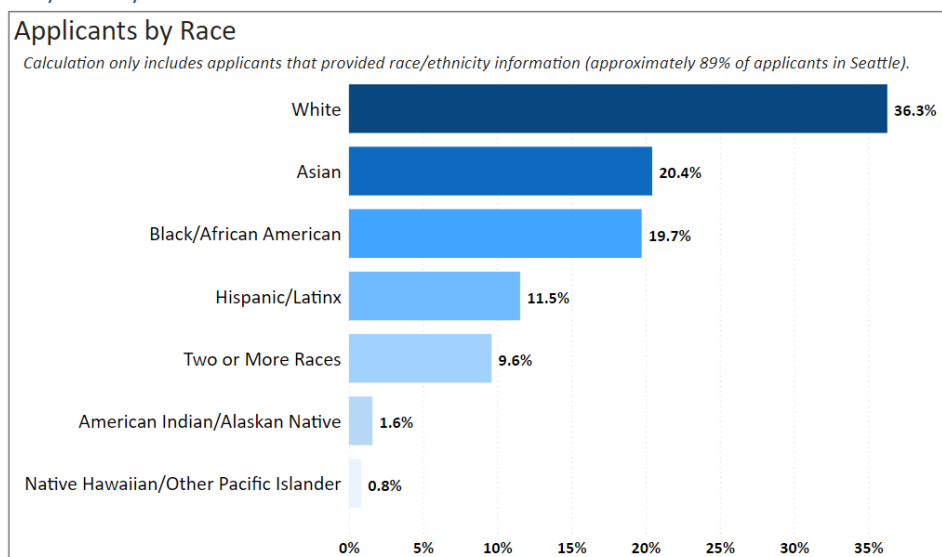
Addressing Data Quality Limitations

1. This evaluation will highlight where programs have incomplete demographic and geographic data as it will limit our ability to assess program reach and CiviForm utilization at the program level for those cases. Results of this evaluation will help to identify where improvements in data collection practices can be made going forward.
2. The margin of error for published ACS estimates are provided at a 90% confidence level.ⁱⁱ This evaluation uses 5-year estimates for low-income population data (which is a combination of 5 consecutive years of ACS data, the most recent data set available through 2021) to increase the reliability of the data being analyzed. Although this evaluation also uses 1-year estimates for the demographic analysis, race/ethnicity and age data from the 2021 5-year estimates were collected at the zip code level to contextualize the city-level race/ethnicity by poverty level data.
3. The 6 zip codes missing from the 2021 5-Year ACS Zip Code Tabulation do not have population estimates because the populations of residents living in those zip codes are too small.ⁱⁱⁱ While

these zip codes do have some CiviForm applicants, each of these zip codes only had 3 or less applicants between June 1st, 2021 and September 30th, 2022 (in total, the 6 zip codes have yielded only 11 applicants or only 0.2% of all applicants in Seattle).

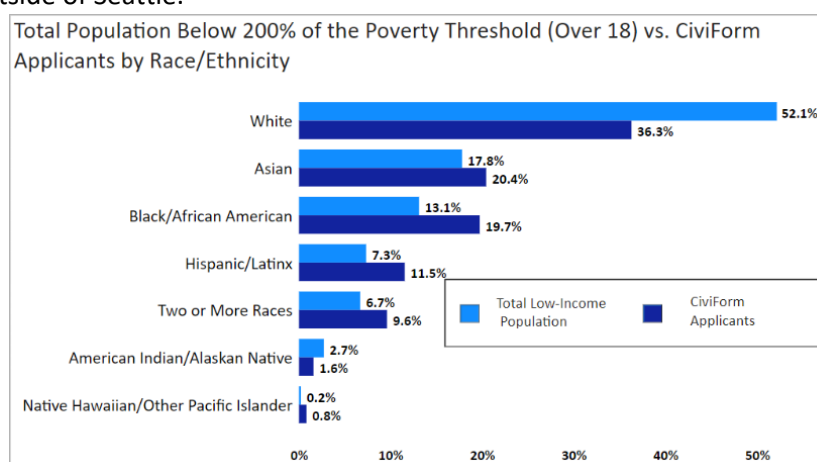
Data and Detailed Findings

Race/Ethnicity Analysis



The chart above shows the distribution of CiviForm applicants by race/ethnicity categories. The majority of applicants who provided race/ethnicity information identified as BIPOC. However, the single race/ethnicity category with the largest percentage of applicants was “White.”

About 89% of applicants in Seattle provided race/ethnicity information in their applications, while only 46% of *all* applicants (including applicants outside of Seattle) provided race/ethnicity information in their applications. The demographic breakdown of applicants may differ if more programs choose to include a race/ethnicity question in their applications in the future. This would both improve our ability to measure the demographic breakdown of CiviForm users in Seattle and provide much greater insight for applicants outside of Seattle.

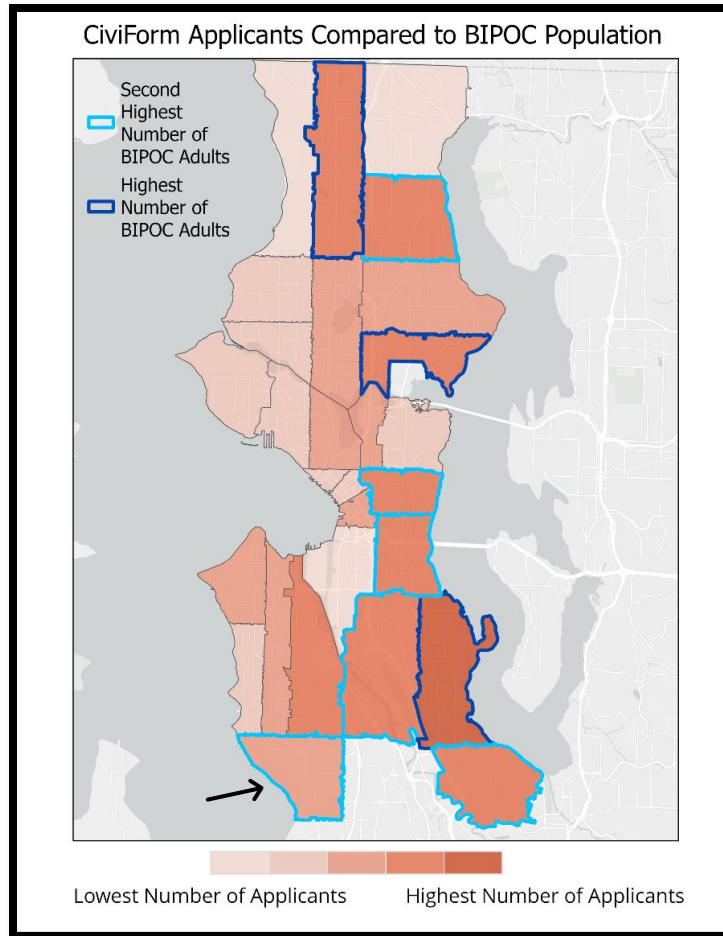


The chart above shows the distribution of the Seattle population below 200% of the US federal poverty threshold and over the age of 18 by race/ethnicity categories. As a comparison, this chart includes the CiviForm applicant race/ethnicity breakdown.

Race/Ethnicity	Sum of Utilization Rate ▼
Native Hawaiian/Other Pacific Islander	9.9%
Hispanic/Latinx	4.2%
Black/African American	4.0%
Two or More Races	3.8%
Asian	3.1%
White	1.9%
American Indian/Alaskan Native	1.6%

Just under half of low-income Seattle adults identified as BIPOC, while the majority of this population identified as “White.” However, CiviForm utilization within this population (meaning the percentage of the total low-income population who are using CiviForm, shown in the table above) show higher engagement among much of the BIPOC community.

The exceptions to this are the utilization rates for the low-income American Indian/Alaskan Native and White populations, which are the lowest. This suggests that more targeted outreach to these communities could be beneficial. Although the Native Hawaiian/Other Pacific Islander utilization rate for this population is high compared to other racial/ethnic groups, this is largely due to the small sample size.



This map shows the distribution of CiviForm applicants across Seattle zip codes. The outlined areas have the highest numbers of BIPOC adults (of any income level). This map shows that areas with higher numbers of CiviForm applicants match very closely to areas with higher numbers of BIPOC adults across Seattle. More targeted outreach in **Southwest Seattle** (around **Arbor Heights**) could improve engagement in that area.⁸

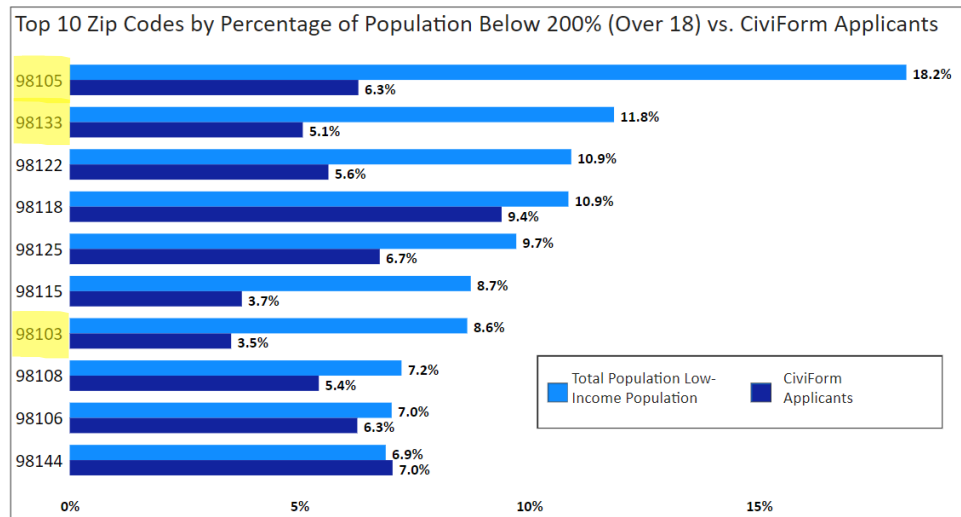
On the map, the area around Arbor Heights has a light color fill (showing a lower number of applicants) and is outlined in a color highlight (showing that the zip code has a high population of the impacted group). Throughout this report, areas of maps that have a light color fill **and** a color outline are showing an area for more targeted outreach. Meanwhile, areas with a dark color fill **and** a color outline show areas where the distribution of applicants aligns well with the distribution of the impacted population.

Parts of West Seattle (around Highland Park, Riverview, and North Delridge) have a higher number of CiviForm applicants but a lower number of BIPOC adults. The geographic analysis in the next section highlights this part of the map as having a higher number of low-income adults, which are likely majority non-BIPOC.

⁸ CiviForm applicants residing in this zip code that are not within Seattle city boundaries were not included in this count.

Low-Income Analysis

While zip codes with the highest percentage of applicants are spread across Seattle, a large portion of applicants reside in Southeast Seattle.



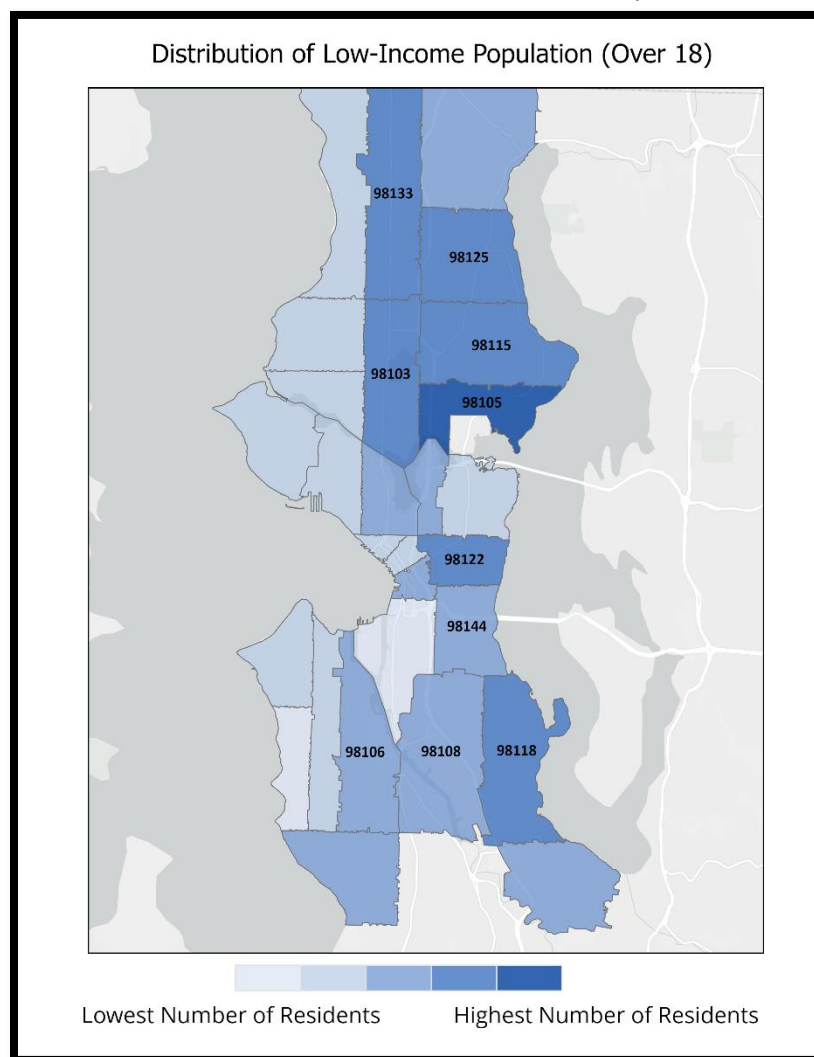
This chart shows the top 10 zip codes with the highest percentage of low-income adults. As a comparison measure, this chart includes the percentage of CiviForm applicants for each zip code. The 3 highlighted zip codes represent the 3 areas that are missing from the top 20 areas with the highest utilization rates.

Zip Codes	Utilization Rates	Total Population Over 18 and Below 200%
98144	5.8%	5,210
98116	5.1%	2,572
98106	5.1%	5,308
98118	4.9%	8,222
98178	4.9%	4,397
98102	4.4%	3,903
98108	4.3%	5,470
98126	4.1%	3,145
98125	3.9%	7,362
98104	3.8%	4,331
98109	3.6%	3,842
98119	3.5%	2,967
98136	3.5%	1,794
98107	3.4%	2,872
98101	3.4%	2,564
98117	3.1%	2,606
98146	3.0%	4,874
98122	2.9%	8,269
98199	2.7%	2,129
98115	2.4%	6,612

This table shows the top 20 zip codes with the highest CiviForm utilization rates, meaning the percentage of the total low-income population in each zip code that are using CiviForm.

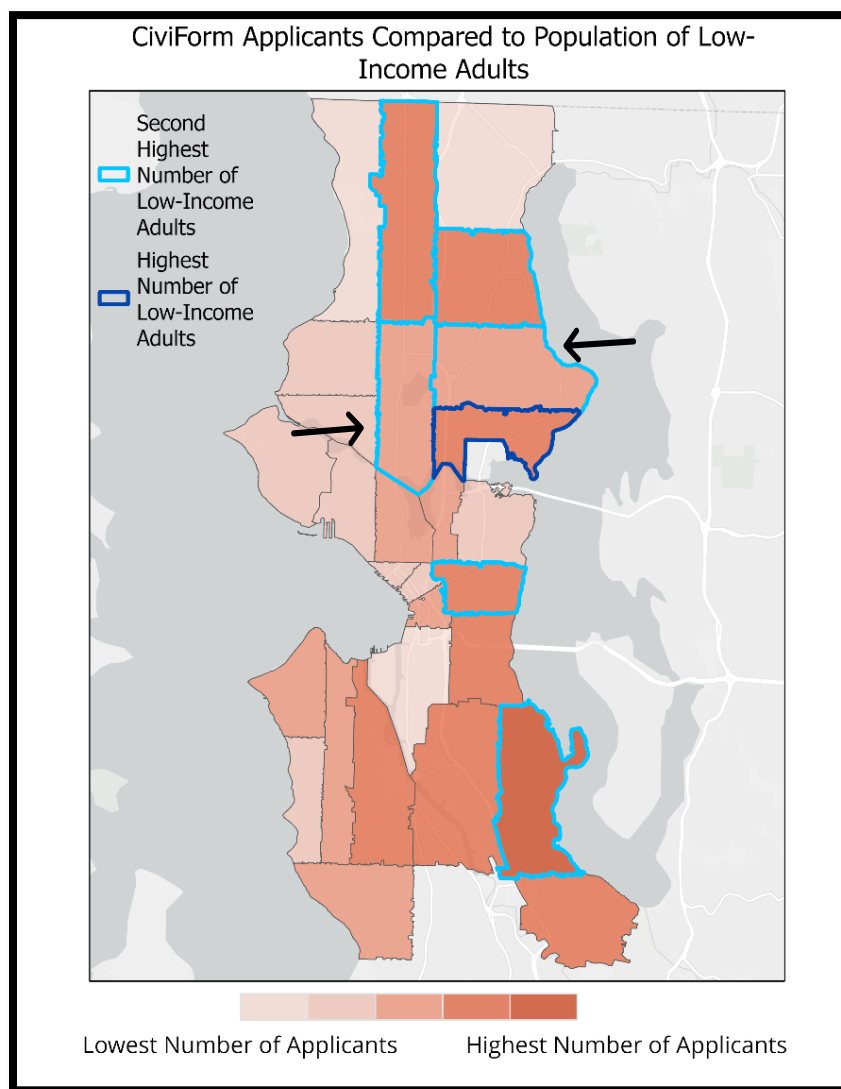
Zip codes with the highest percentage of low-income adults are spread across Seattle. 7 out of 10 of the top low-income zip codes are also in the top 20 zip codes with the highest utilization rates. Zip codes that have opportunity for more targeted outreach (highlighted in the first chart) are located in **Northwest Seattle** (around **Haller Lake, Bitter Lake, Greenwood, Green Lake, Licton Springs, and Fremont**) and in **Northeast Seattle** (around **Ravenna and the U District**).

This map shows the distribution of low-income adults across Seattle zip codes.



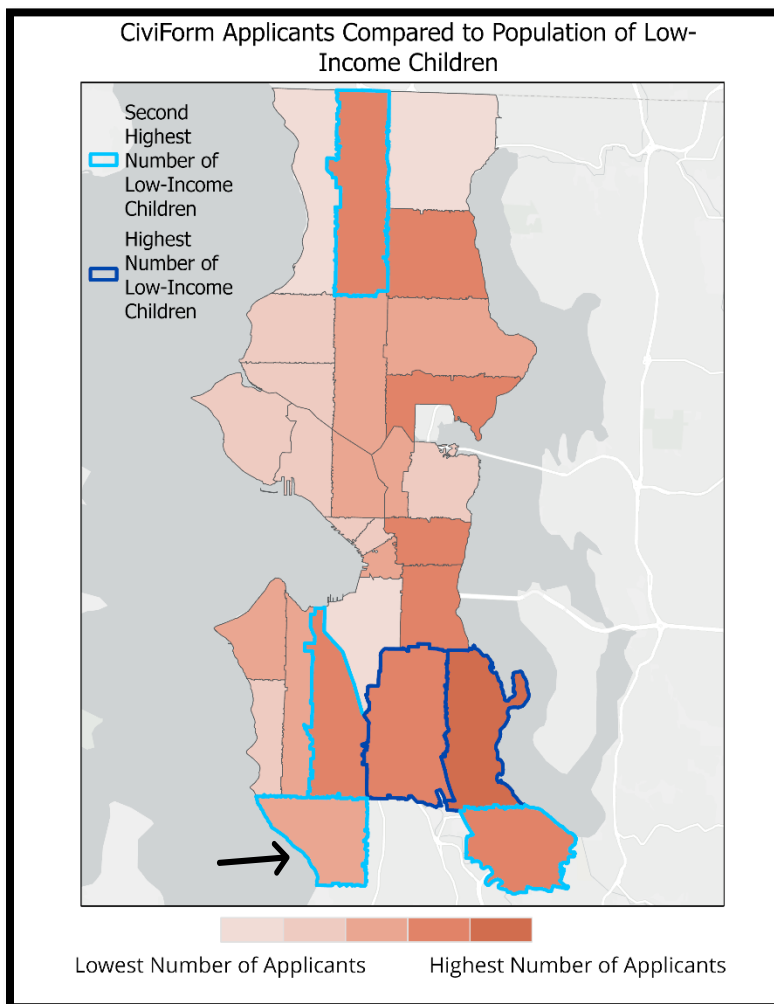
A large proportion of low-income adults in Seattle reside around the U District. This is likely due to the student population that live close to the University of Washington. There are also higher numbers of low-income adults in Northeast Seattle (around Northgate, Wedgwood, and Lake City), in Southeast Seattle (around Rainier Valley and Columbia City), in Northwest Seattle (around Haller Lake, Bitter Lake, Greenwood, Green Lake, Licton Springs, and Fremont), and in Central Seattle (near Squire Park and Madrona).

This map shows the distribution of CiviForm applicants across Seattle zip codes. The outlined areas have the highest numbers of low-income adults.



This map shows how the distribution of CiviForm applicants matches very closely with the distribution of low-income adults in Seattle. However, the map highlights areas for more targeted outreach in **Northeast Seattle** (around **Northgate**, **Wedgwood**, and **Sand Point**) and in **Northwest Seattle** (around **Greenwood**, **Green Lake**, **Licton Springs**, and **Fremont**).

This map shows the distribution of CiviForm applicants across Seattle zip codes. The outlined areas have the highest numbers of low-income children. ‘Low-income children’ is defined as below 200% of the US federal poverty threshold and under 18.

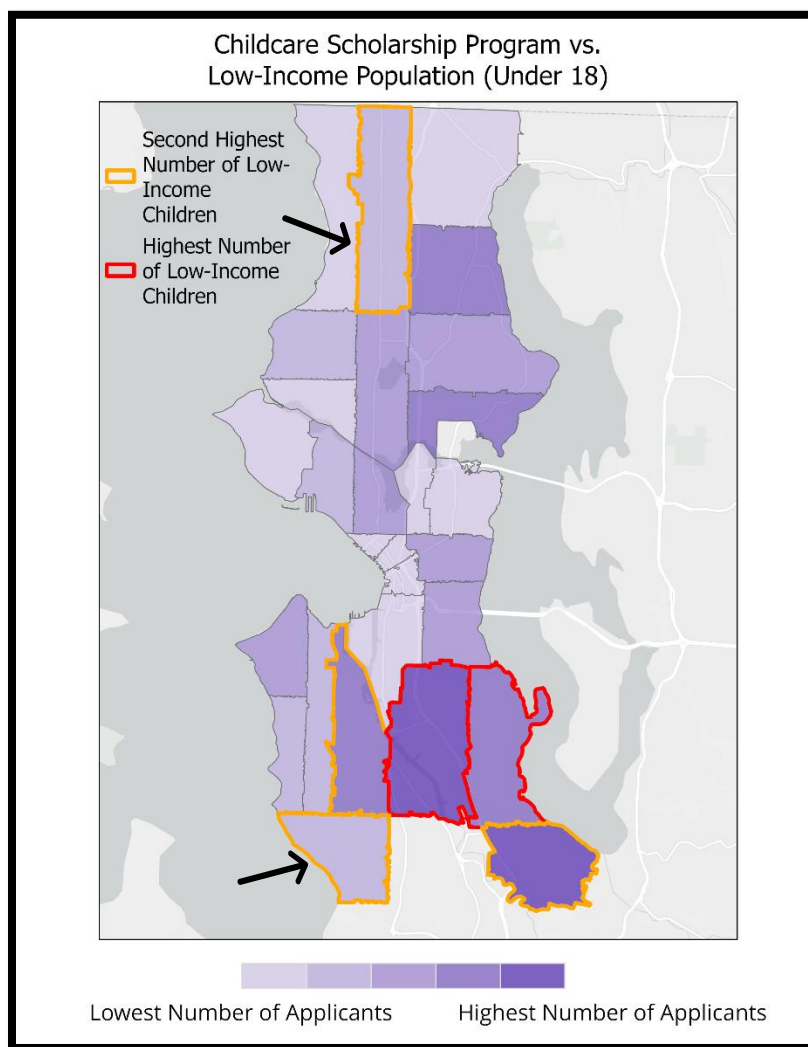


This map shows a different distribution than the low-income adult map above and highlights areas throughout Southwest and Southeast Seattle, most of which already have high numbers of CiviForm applicants. More targeted outreach in **Southwest Seattle** (around **Arbor Heights**) could improve engagement among low-income families with children in that area.⁹

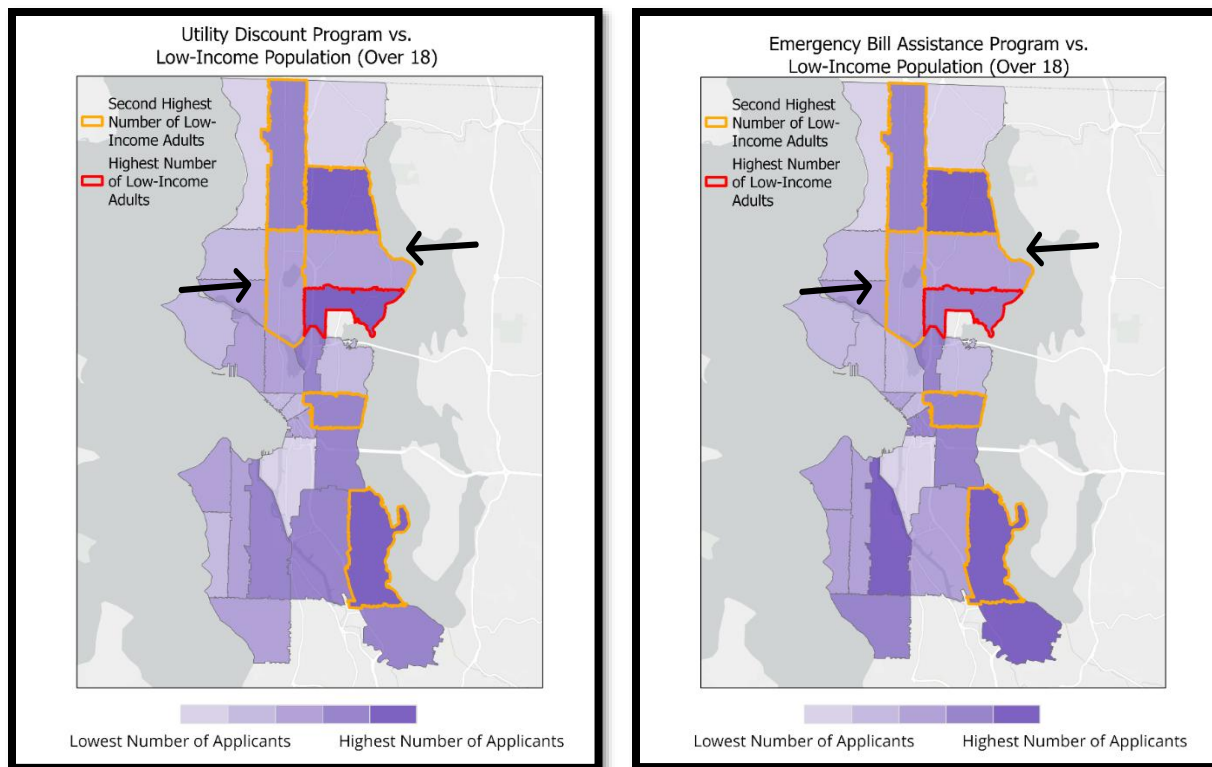
⁹ CiviForm applicants residing in this zip code who are not within Seattle city boundaries were not included in this count.

Low-Income Analysis By Individual Programs

This map shows the distribution of applicants that applied for the Childcare Scholarship Program across Seattle zip codes. The outlined areas have the highest numbers of low-income children.



This map highlights areas for more targeted outreach for the program in **Northwest Seattle** (around **Bitter Lake, Haller Lake, and Lickon Springs**) and in **Southwest Seattle** (around **Arbor Heights**).



The two maps on this page show the distribution of CiviForm applicants who applied for the Emergency Bill Assistance Program and the Utility Discount Program across Seattle zip codes. The outlined areas have the highest numbers of low-income adults.

These maps show how the distribution of applicants across these two programs match closely with low-income adults all across Seattle. Much like the overall low-income analysis map, the same parts of **Northeast Seattle** (around **Northgate**, **Wedgwood**, and **Sand Point**) and parts of **Northwest Seattle** (around **Greenwood**, **Green Lake**, **Licton Springs**, and **Fremont**) have been highlighted for improved outreach for both programs.

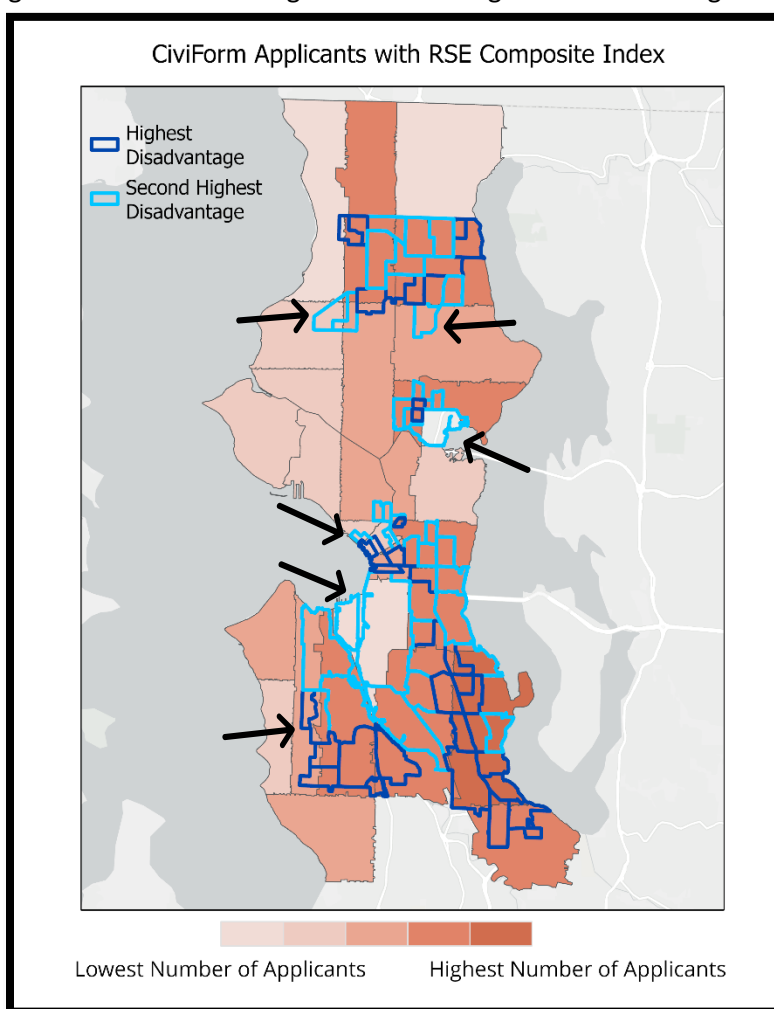
Disadvantaged Neighborhoods Analysis

RSE Categories	Proportion of Applicant-Occupied Zip Codes Touching Each Area
Second highest	80.8%
Highest priority/Most disadvantaged	79.5%
Middle	75.5%
Second lowest	51.3%
Lowest	50.3%

This table shows the proportion of applicant-occupied zip codes that overlap with the Race and Social Equity (RSE) Composite Index areas of disadvantage.

CiviForm applicants have the highest overlap with second highest disadvantage areas according to the RSE Composite Index, with the highest quintile of disadvantage following close behind. The middle, second lowest, and lowest quintiles of disadvantage have the lowest percentages of overlapping zip codes in that order.

This map below shows the distribution of CiviForm applicants across Seattle zip codes. The outlined areas represent neighborhoods with the highest disadvantage scores according to the OPCD.



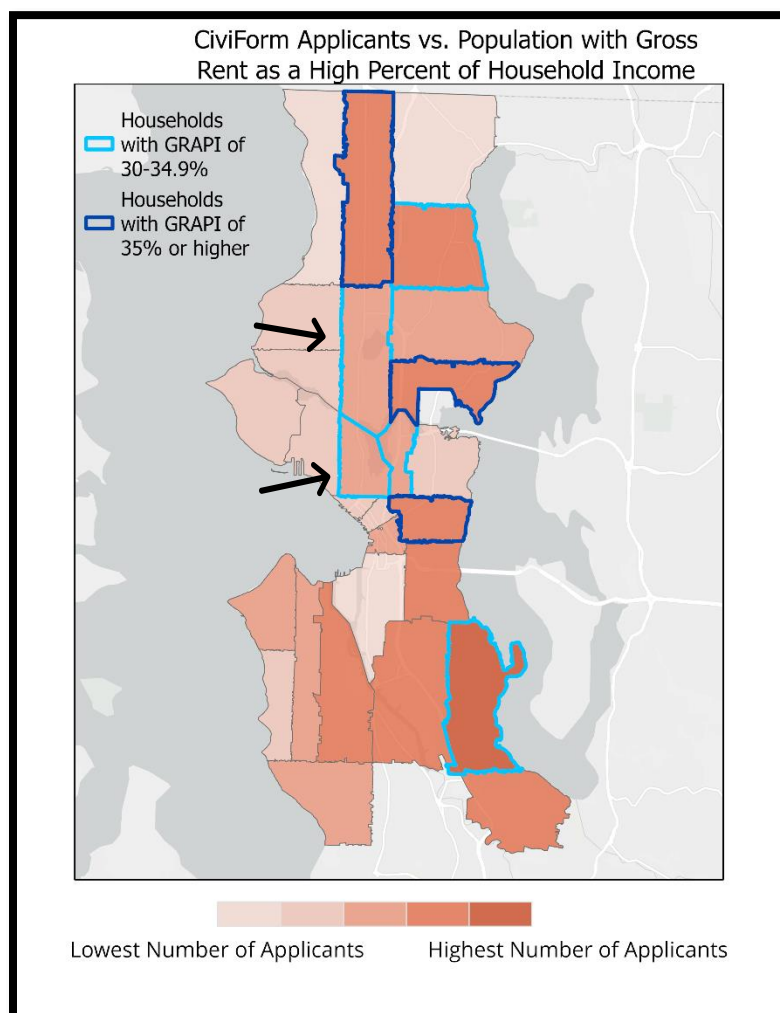
The RSE Composite Index boundaries are somewhat consistent with findings from the low-income analysis. Since the RSE Composite Index takes a number of other factors into consideration outside of race/ethnicity and low-income status (such as immigrant status, English learner status, health disadvantages, and disability), there are areas across the map that have been identified by the OPCD as higher disadvantage despite having lower concentrations of low-income and BIPOC residents as shown in previous analyses in this report. As a result, new areas highlighted for more targeted outreach in this portion of the analysis could improve engagement with the other disadvantaged populations mentioned above.

The RSE Composite Index areas of high disadvantage align closely with higher applicant numbers in much of Seattle.

Similar to previously listed findings, there are some opportunities for improved engagement with residents in **Northgate, Greenwood, Licton Springs**, and the **U District**. However, a few other areas with lower CiviForm applicant numbers are also highlighted by this index, including parts of **Northwest Seattle** (around **North Beach** and **Broadview**), **Southwest Seattle** (around **High Point, North Delridge**, and **Roxhill**), and **Central Seattle** (around **Belltown, Pioneer Square**, the **Chinatown-International District**, the **Downtown Core**, and **Duwamish/SODO**).

Further Analysis - Other Indicators for Impacted Populations

Gross Rent as a Percent of Income (GRAPI) Analysis



This map shows the distribution of CiviForm applicants across Seattle zip codes. The outlined areas have the highest numbers of households with a Gross Rent as a Percent of Income (GRAPI) higher than 30%.¹⁰

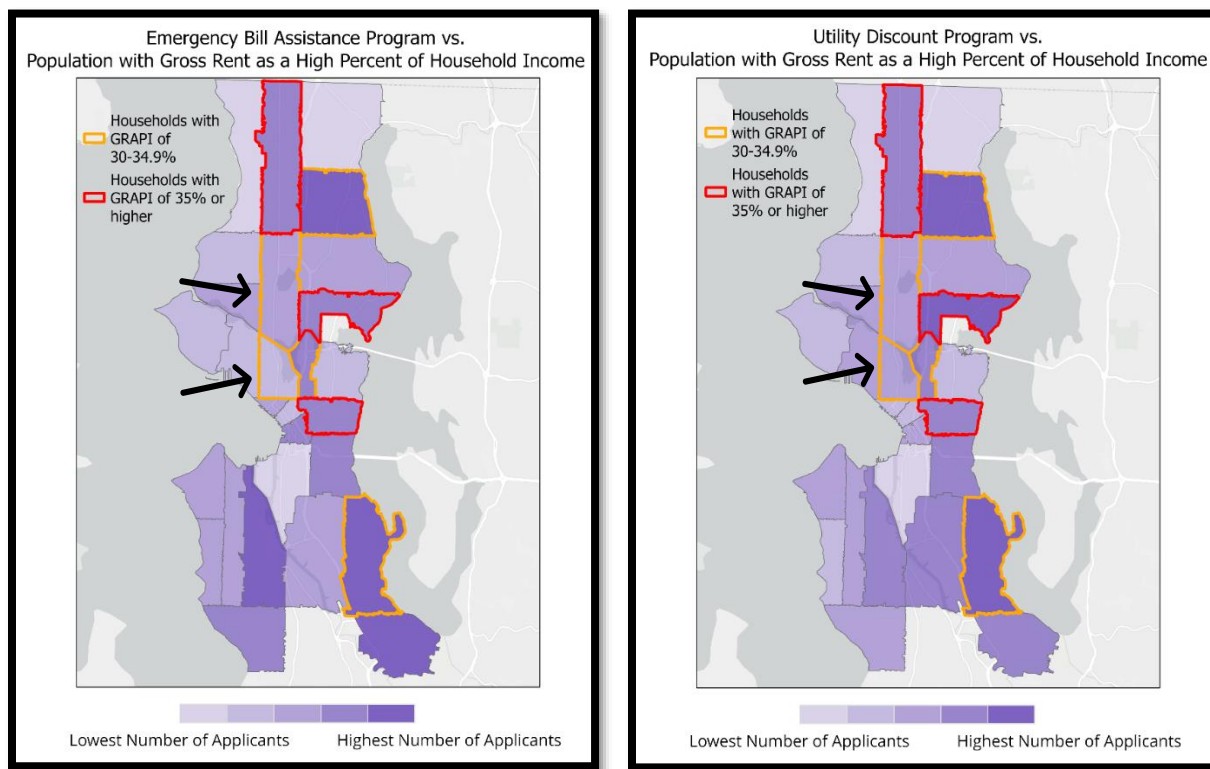
This map shows how the distribution of CiviForm applicants matches closely with the distribution of households with high GRAPI scores across Seattle. The map highlights areas for more targeted outreach in parts of Northwest Seattle (around **Licton Springs, Greenwood, Green Lake, and Fremont**). Unlike any other impacted population indicators, this map also highlights parts of Central Seattle (around **South Lake Union, East Queen Anne, and Eastlake**) as areas of opportunity.

The areas highlighted as having more households with high GRAPI scores don't exactly match with distributions of low-income populations. A larger number of applicants are shown in much of the

¹⁰ Gross Rent as a Percent of Income is a measurement applied to households to assess housing affordability and is measured by dividing total gross monthly income by monthly rent. A GRAPI score of 30% or higher is an indicator of rent burden.

Southeast, in Mount Baker, and in parts of the Southwest (around Highland Park, North Delridge, and Riverview) than compared to the number of households with high GRAPI scores in those neighborhoods. This may be the result of a high number of applicants that are living in less expensive housing (in proportion to their household incomes) within these neighborhoods applying through CiviForm.^{iv}

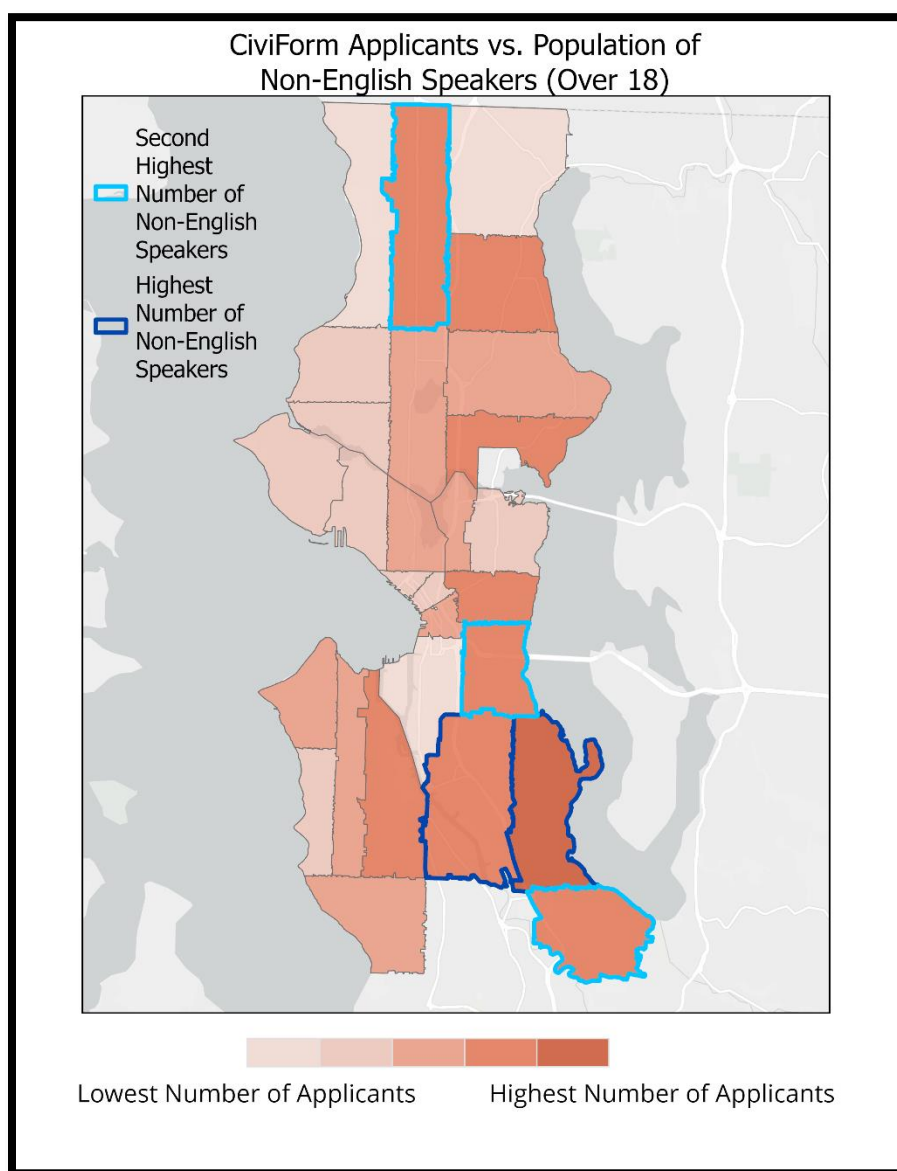
Gross Rent as a Percent of Income (GRAPI) Analysis By Individual Programs



The two maps on this page show the distribution of CiviForm applicants who applied for the Emergency Bill Assistance Program and the Utility Discount Program across Seattle zip codes. The outlined areas have the highest numbers of households with a Gross Rent as a Percent of Income (GRAPI) higher than 30%.

Both of these programs have the same highlighted areas for improved outreach as the overall high GRAPI score analysis on the last page.

Non-English Speaker Population Analysis

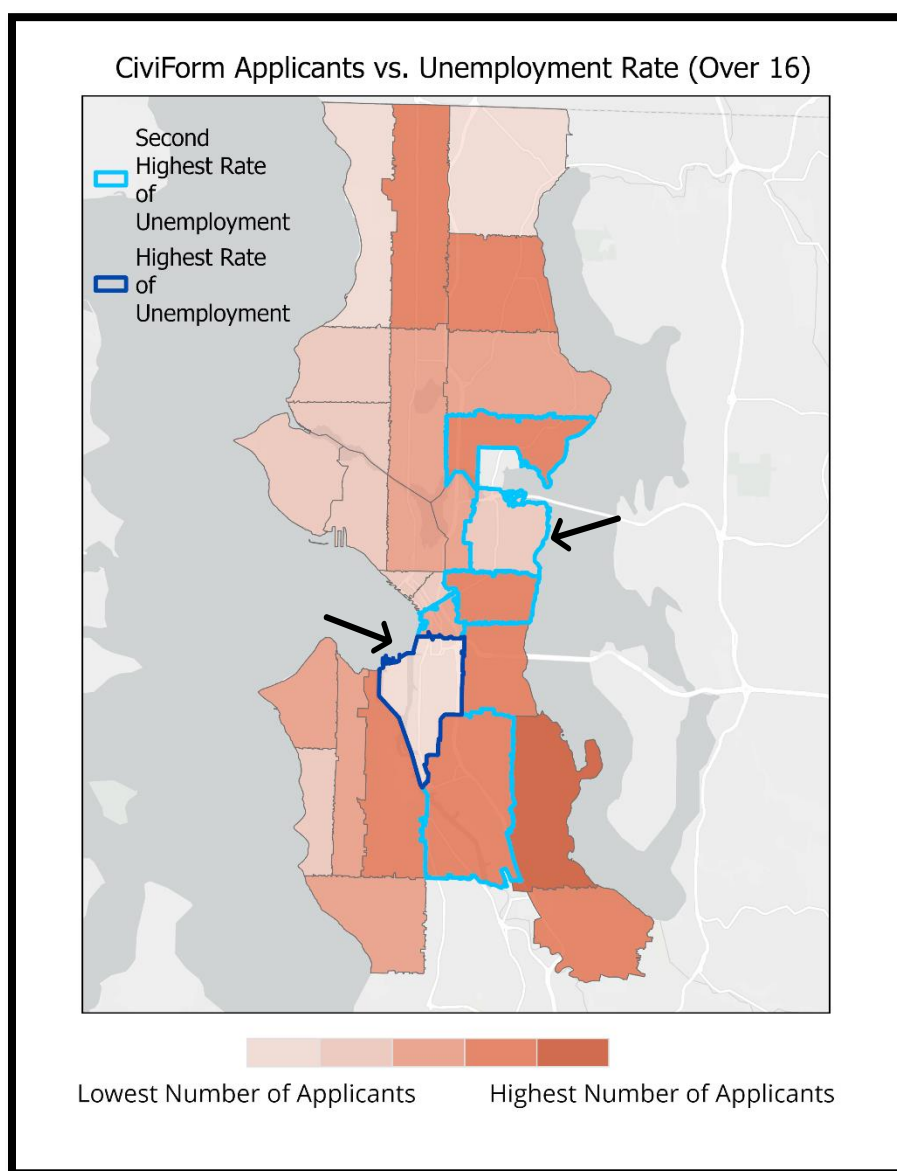


This map shows the distribution of CiviForm applicants across Seattle zip codes. The outlined areas have the highest numbers of non-English speaking adults.

This map shows how the distribution of CiviForm applicants matches closely in all areas highlighted with a high number of non-English speaking adults. There are **no areas highlighted for more targeted outreach**.

The areas highlighted as having the highest numbers of non-English speaking adults also match well with distributions of low-income and BIPOC populations. Part of the reason for this is that much of the non-English speaking population in Seattle identifies as BIPOC and/or low-income.

Unemployment Rate Analysis

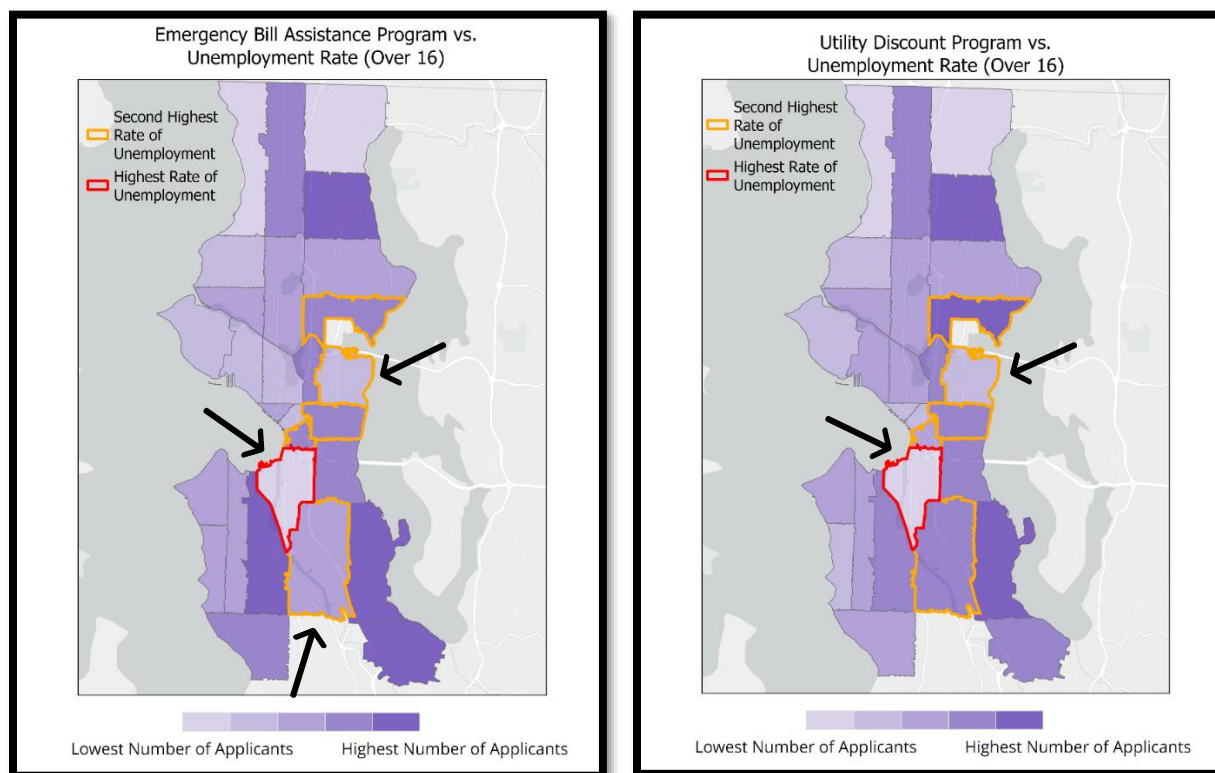


This map shows the distribution of CiviForm applicants across Seattle zip codes. The outlined areas have the highest unemployment rates.

This map highlights areas for more targeted outreach in much of **Central Seattle** (around **Pioneer Square**, the **Downtown Core**, the **Chinatown-International District**, **Duwamish/SODO**, **Montlake**, and **Madison Park**).

A larger number of applicants are shown scattered across Seattle in areas that have lower employment rates. However, employment rates are not directly linked to the distribution of the low-income population across Seattle. Although some families living in these neighborhoods may be employed, they may also qualify as low-income and below 200% of the US federal poverty threshold.

Unemployment Rate Analysis By Individual Programs

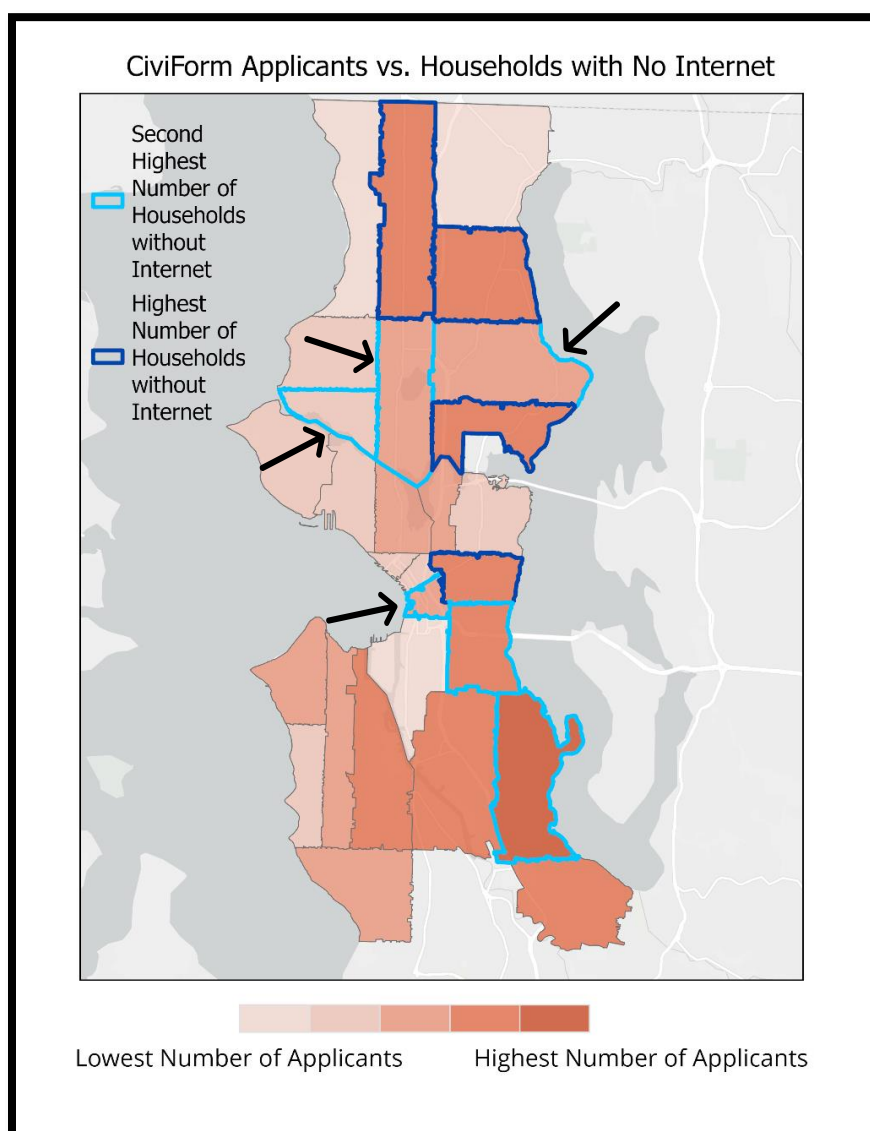


The two maps on this page show the distribution of CiviForm applicants who applied for the Emergency Bill Assistance Program and the Utility Discount Program across Seattle zip codes. The outlined areas have the highest unemployment rates.

The Emergency Bill Assistance Program highlights parts of **Southeast Seattle** (around **South Park**, **Georgetown**, and **Beacon Hill**) as an area of opportunity, which sets it apart from the rest of the CiviForm applicant distribution.

However, both of these programs have similarities to the overall unemployment rate analysis on the last page, highlighting the same parts of **Central Seattle** for more targeted outreach.

Access to Internet Analysis



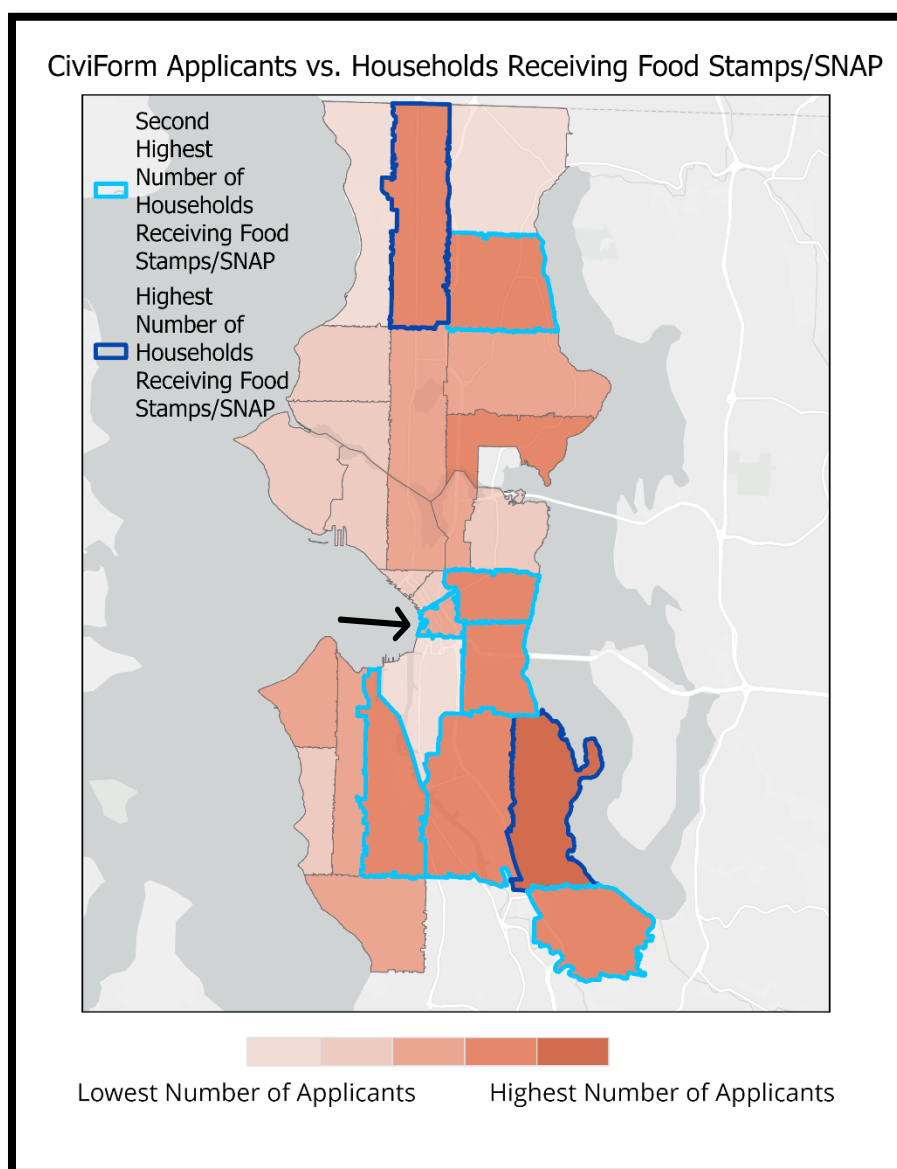
This map shows the distribution of CiviForm applicants across Seattle zip codes. The outlined areas have the highest numbers of households without internet.

This map shows how the distribution of CiviForm applicants matches closely with the distribution of households without internet in parts of Southeast Seattle, Central Seattle, Northeast Seattle, and Northwest Seattle. However, there is no way to determine whether the applicants living in those neighborhoods belong to a household without internet.

The more valuable findings from this map are the highlighted areas for more targeted outreach. Areas of opportunity are highlighted in parts of **Northwest Seattle** (around **Licton Springs**, **Greenwood**, **Green Lake**, and **Fremont**), in parts of **Northeast Seattle** (around **Northgate**, **Wedgwood**, and **Sand Point**), and in **Central Seattle** (around **Pioneer Square**, the **Downtown Core**, and the **Chinatown-International District**). Unlike other impacted population indicators, **Ballard** is also highlighted as an area of opportunity for those without internet access.

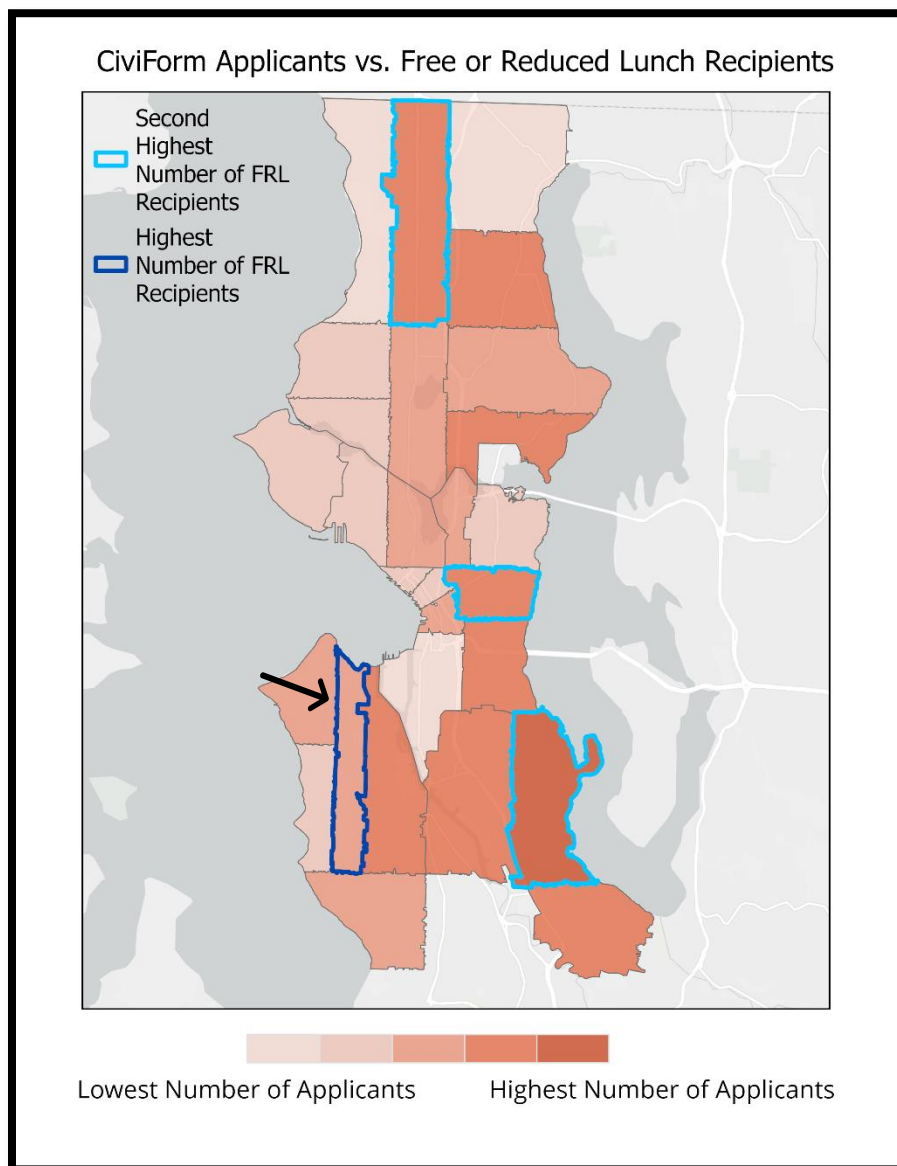
Food Benefits Analysis

This map shows the distribution of CiviForm applicants across Seattle zip codes. The outlined areas have the highest numbers of households receiving food stamps/SNAP benefits.



The map highlights areas for more targeted outreach in parts of **Central Seattle** (around **Pioneer Square**, the **Downtown Core**, and the **Chinatown-International District**).

This next map shows the distribution of CiviForm applicants across Seattle zip codes. The outlined areas have the highest numbers of households with children receiving free or reduced lunch options through Seattle Public Schools.

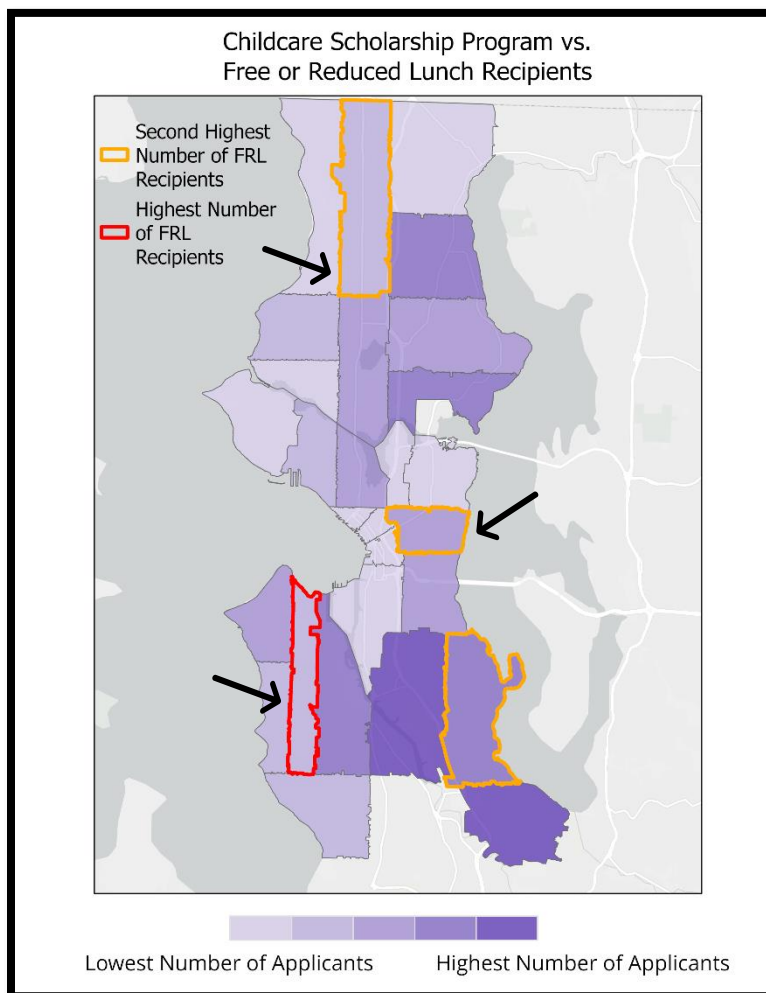


Unlike all the other impacted population indicators, this map highlights areas for more targeted outreach in parts of **Southwest Seattle** (around **Roxhill**, **North Delridge**, and **High Point**).

In several neighborhoods, there are a larger number of applicants than compared to households with children receiving free or reduced lunch. This may be the result of applicants without children or applicants with children who aren't receiving these services. It could also be that there are children living in these neighborhoods who are either not attending a public school in Seattle or they are receiving these types of services through a different provider.

Food Benefits Analysis By Individual Program

This map shows the distribution of applicants who applied for the Childcare Scholarship Program across Seattle zip codes. The outlined areas have the highest numbers of households with children receiving free or reduced lunch options through Seattle Public Schools.



Unlike the overall CiviForm applicant distribution, this program map shows how the distribution of applicants matches only in parts of Southeast Seattle. While this map highlights areas for more targeted outreach in the same parts of **Southwest Seattle** as the overall CiviForm applicant distribution, this map also highlights parts of **Central Seattle** (around **Squire Park** and **Madrona**) and parts of **Northwest Seattle** (around **Haller Lake**, **Bitter Lake**, and **Licton Springs**) as areas for improved outreach.

Appendix

This table summarizes areas identified in this report as opportunities for more targeted outreach by neighborhood and by impacted population. Blue Xs indicate locations identified only for specific programs, where 'CSP' stands for 'Childcare Scholarship Program' and 'EBA' stands for 'Emergency Bill Assistance.'

Opportunities for further outreach by population and neighborhood	BIPOC Adults	Low-Income Adults	Low-Income Families	Disadvantaged Neighborhoods	Non-English Speaking	Households with No Internet at Home	Households Struggling with Income and Affordability
Central Seattle							
Belltown				X			
Pioneer Square				X		X	X
The Chinatown-International District				X		X	X
The Downtown Core				X		X	X
Duwamish/SODO				X			X
South Lake Union							X
East Queen Anne							X
Eastlake							X
Montlake							X
Madison Park							X
Squire Park			X - CSP				
Madrona			X - CSP				
Northeast Seattle							
Ravenna		X					
The U District		X		X			
Northgate		X	X	X		X	
Wedgwood		X	X			X	
Sand Point		X	X			X	
Northwest Seattle							
Haller Lake		X	X - CSP				
Bitter Lake		X	X - CSP				
Greenwood		X	X	X		X	X
Green Lake		X	X			X	X
Licton Springs		X	X	X		X	X
Fremont		X	X			X	X
North Beach				X			
Broadview				X			

Ballard						X	
Southeast Seattle							
South Park							X - EBA
Georgetown							X - EBA
Beacon Hill							X - EBA
Southwest Seattle							
Arbor Heights	X		X				
High Point			X	X			
Roxhill			X	X			
North Delridge			X	X			

Endnotes

ⁱ United States Census Bureau. (2021). *2020 Census Frequently Asked Questions About Race and Ethnicity*.

<https://www.census.gov/programs-surveys/decennial-census/decade/2020/planning-management/release/faqs-race-ethnicity.html>

ⁱⁱ United States Census Bureau. (2022). *American Community Survey and Puerto Rico Community Survey Design and Methodology*. https://www2.census.gov/programs-surveys/acs/methodology/design_and_methodology/2022/acs_design_methodology_report_2022.pdf

ⁱⁱⁱ United States Census Bureau. (2022). *ZIP Code Tabulation Areas (ZCTAs)*. <https://www.census.gov/programs-surveys/geography/guidance/geo-areas/zctas.html>

^{iv} Seattle Office of Planning and Community Development. (2020). *Equitable Development Community Indicators Report*. <https://www.seattle.gov/documents/Departments/OPCD/Demographics/CommunityIndicatorsReport2020.pdf>