

City of Lynnwood Community Equity Survey – Final Report

April 2022

To: Evan Chinn, Doug Raiford, Julie Moore, City of Lynnwood
From: Melodie Garcia, Ishmael Nuñez, and Brian Scott (BDS Planning)
Re: Lynnwood Community Equity Survey Analysis – Report
Date: April 30, 2022

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EXECUTIVE SUMMARY

The City of Lynnwood launched its inaugural Community Equity Survey and engagement effort in 2021 to better understand community members' experience with Lynnwood as a **safe, welcoming, and equitable** community for all. The survey explores the existing landscape of experiences with belonging, safety, civic engagement, and interactions with government across Lynnwood's diverse communities. The analysis of this survey and the ensuing recommendations – both of which are included in this report – should support the City of Lynnwood with a credible data set and a foundation for decision making to explore more deeply – and subsequently respond to – community equity needs.

In partnership with BDS Planning, the City of Lynnwood executed a robust distribution and engagement strategy to ensure Lynnwood's most underserved communities would feel supported in participating in the survey process. It was of critical importance to ensure that the survey respondents reflected Lynnwood's population dynamics. In addition to a broad communication campaign, the City of Lynnwood worked closely with four cultural and community organizations to emphasize connection with communities that are often underrepresented in civic engagement and are a part of populations that have experienced disproportionate harms and impacts because of broad community development. The digital and physical surveys – and their corresponding outreach materials – were also translated into Spanish, Korean, and Vietnamese. It is important to note, however, that only one respondent took the Vietnamese survey, leaving the response unfinished.

At the close of the survey collection period, a total of 824 surveys were collected across the four languages. Input reflects a largely representative sample of the Lynnwood population. 64% of respondents identify as white, 14% as Asian, 7.7% as Black or African American, 8.9% as Multiracial and 19% identify as having Latino or Hispanic ethnicity.

Lynnwood has a **strong sense of neighborhood-centric community identity** which supports most community members feeling of safety, belonging, and connectedness in the City. People care about the diversity in their community and wish to see that diversity celebrated.

Though generally positive, safety priorities and experiences varied across physical safety, stability of basic needs, and reliability of emergency response services. Aspirationally, **people want to see the City be more proactive and accessible** to involve residents in civic engagement opportunities.

BACKGROUND & METHODOLOGY

The Lynnwood Community Equity Analysis gathers insights from community members regarding their experience with Lynnwood as a safe, welcoming, and equitable city. The project intended to evolve over several phases including a survey, its analysis, and community focus groups. Given the circumstances and limitations of the COVID-19 pandemic, the survey implementation required a multi-pronged approach which could reach as many people as possible *as well as* empower populations who have not been traditionally reached by past City outreach to participate. As a result, the survey distribution strategy included sharing online and physical versions, translating the survey – and corresponding materials – to Spanish, Korean, and Vietnamese, maximizing existing City communication channels, and most importantly, partnering with four local community-based organizations for direct and trusted engagement.

The City of Lynnwood collaborated with and resourced four community-based organizations to reach traditionally underserved populations. The partners included Latino Education & Training Institute (LETI), Snohomish Korean Women’s Association, the YWCA, and the Lynnwood Food Bank. Each organization received a stipend and dedicated support from Lynnwood staff to identify and execute the most culturally responsive approach to reach the respective communities the organizations served. This targeted approach with such priority equity communities ensured that the data would not be skewed toward the voices closest to privilege and access. We gathered a total of 824 respondents to the survey. It is worth noting that we only received one response to the Vietnamese language survey and it was incomplete. Therefore, it is not counted in the final results.

The ongoing and changing circumstances of the COVID-19 pandemic required that the outreach and engagement take place both online and in-person.

Regarding the response targets, BDS Planning and the City of Lynnwood aspired for a data set representative of Lynnwood’s population. Ultimately, given that the intent of the survey analysis is to inform future decision making to meet diverse community needs, it was critical that a meaningful quantity of responses was received by respondents with diverse identities. All respondents were asked to share information regarding their ethnicity, race, age, gender, Zip code, income, disability status, tenure, and much more.

64% of respondents identify as white, 14% as Asian, 7.7% as Black or African American, 2.8% as American Indian/Native American, 8.9% as Multiracial and 19% identify as having Latino or Hispanic ethnicity.

Comparatively, the 2020 US Census identifies 52% of Lynnwood residents as white, 19% as Asian, 7.4% as Black or African American, 1.1% as American Indian/Native American, 11.2% as Multiracial and 15.7% identify as having Latino or Hispanic ethnicity.

The survey contained a total of 36 questions and respondents had the option to skip questions if they preferred not to answer.

SURVEY KEY FINDINGS

This section pulls out salient themes and findings across topics of belonging, safety, and relationship/connection with the City of Lynnwood as a government entity. These findings represent quantitative and qualitative analysis conducted by BDS Planning from closed and open survey questions. For a complete picture of the raw survey response analysis, see Appendix A

Demographics of Survey Respondents

The survey included 14 questions related to respondent demographics including location, age, gender, race & ethnicity, income and more.

	Survey Responses	
Age <i>788 responses</i>	<ul style="list-style-type: none"> • Under 18: (0.88%) • 18-25: (4.2%) • 26-35: (15.6%) • 36-45: (21.3%) 	<ul style="list-style-type: none"> • 46-55: (17.1%) • 56-65: (17.8%) • Over 65: (23.0%)
Zip Codes <i>789 responses</i>	<ul style="list-style-type: none"> • 98037 (35%) • 98036 (33%) • 98087 (9%) • 98026 (5%) 	<ul style="list-style-type: none"> • 98204 (5%) • 98403 (3%) • 98012 (2%) • 98155, 98270, 98275, 98208, 98133, 98020, 98021, 98203, 98258, 98306
Race & Ethnicity <i>740 responses</i>	<ul style="list-style-type: none"> • Latino/Hispanic: (19%) • AI/AN: (2.8%) • Asian: (14%) • Native Hawaiian/ or other Pacific Islander (2%) 	<ul style="list-style-type: none"> • Black or African American: (7.7%) • Multi: (8.9%) • White: (64.3%)
Gender <i>757 responses</i>	<ul style="list-style-type: none"> • Man:(30.9%) • Woman: (67%) • Transgender: (0.39%) 	<ul style="list-style-type: none"> • Gender non-conforming, Non-Binary, Genderqueer (1.05%) • Two spirit:(0.39%)

- The most highly spoken languages¹ in the Lynnwood home are English, Spanish, Chinese/Cantonese, and Korean
 - A robust part of the community are those who speak Slavic languages such as Russian and Ukrainian, German, and French.
- Spanish Language and Korean language surveys illuminate an income disparity. 80% of Spanish-speaking survey respondents report an income under \$70,000 annually, even with primarily multigenerational households. Moreover, Korean-language respondents, primarily over the age of 65, report incomes of under \$25,000 annually with average household size of 2.
 - Korean-language households more likely to contain a veteran of the US Military than the general population.

swahili_{Amharic} Korean_{Indonesian} French_{Tagalog} Español_{Arabic}
 English_{Marshallese} Chinese/Cantonese_{ASL}
 Slavic_{Farsi} German_{Japanese} Vietnamese

¹ Survey response word cloud screenshot (English Language)

Sense of Belonging and Feeling Welcome

Lynnwood has a strong sense of neighborhood-centric community identity. Often, resident's strongest community attachments are to where they live, who they live around, and their surrounding amenities. People care about the cultural diversity in their community and feel that it should be celebrated. There is motivation to see the City of Lynnwood serve as conveners of gatherings and other forms of connection building across communities.

- People defined community foremost around their neighbors and secondly based on demographics. This sentiment was true for BIPOC² and LGBTQ+³ populations as well
 - Spanish speaking households only: community is mostly defined by profession or religion.
 - Korean-speaking household: community is mostly defined by shared religion/faith. Most Korean-language households report Christianity as their primary religious practice.
- Across the three language surveys, people most value their communities because it makes them feel like they belong, their community helps them feel safe and their community shares information and resources with one another.
 - Additionally, English-language respondents also meaningfully value the diversity in their community.
 - Less than 10% of respondents believe their community or culture is *not welcome* in Lynnwood.
 - Approximately 42% of English language respondents indicated that they would contact their neighbors in response to a safety concern. Second to only calling 911.
- Both informal and formal community and cultural gatherings are significant ways to uplift connectedness and belonging.
 - Spanish language only survey respondents prioritized events hosted by the City of Lynnwood as the greatest opportunity to feel accepted. Informal gatherings and coverage of celebrations being shared in local media also ranked highly.
- An increase in visible representation of Lynnwood's diversity – particularly in government positions – was meaningfully suggested to address non-belonging.

² BIPOC: A common acronym and umbrella term to refer to individuals and communities who identify as Black, Indigenous, & People of Color.

³ LGBTQ+: A common acronym and umbrella term to refer to individuals and communities who identify as Lesbian, Gay, Bisexual, Transgender, Queer, and additional spectrum of gender and/or sexual identities.

- There is a minor, but relevant, sentiment that the City is putting too much emphasis on issues of race, diversity, and equity.

“Create an environment where cultures are expressed through business, restaurants, and experiences. Billboards and other media needs to represent all of the races that live in Lynnwood.”

“More officials and representatives that are black, brown and culturally different...”

“I don't see a lot of visible LGBTQ+ representation at my work or in Lynnwood. Beyond just hiring people, there aren't a lot of services, clubs, or groups that cater to LGBTQ+ individuals.”

“People who work for the City coming from different backgrounds, highlighting people in the community who stand out, celebrating Hispanic Heritage Month with our people, and cultural exchanges that are not just with people from Mexico, Latinos come from many places.”
(Translated from Spanish language Survey)

“The City talks too much of race and gender issues.”

“The city focuses too much on ancillary activities like equity and inclusion committees and [too] little on core basic services, police, fire, utilities, and transportation.”

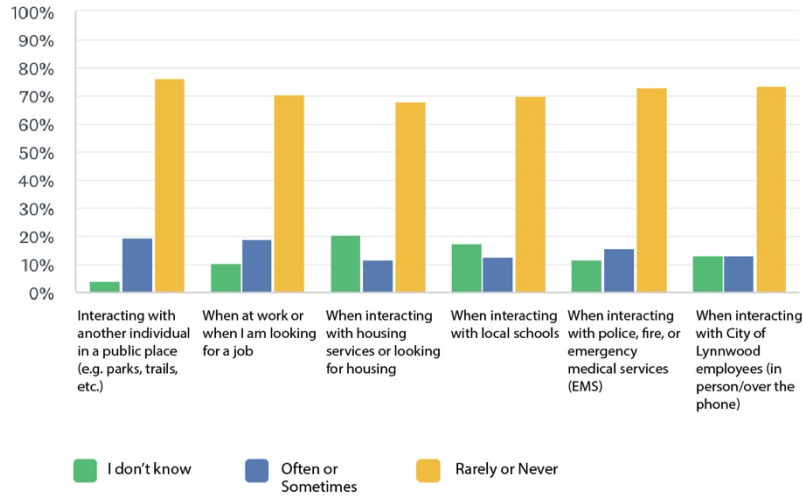
Community Health & Safety

Most respondents feel safe in Lynnwood; however, sense of safety is based on a variety of sources for different people and populations. Many prioritize physical safety, others strongly associate safety with stability of basic needs, and others with a reliability on emergency response services. Though generally positive, there are discrepancies in feelings of safety and fair treatment across a variety of minority subpopulations. Quality of life and safety are also connected to sense of belonging and connectedness.

- 63% of respondents ‘strongly agree’ or ‘agree’ with the statement “*I feel safe in Lynnwood*”
 - Only 14% of participants responded to the statement with ‘disagree’ or ‘strongly disagree’
 - These rates were relatively similar for both BIPOC, LGBTQ+ populations, and people who are disabled
 - Spanish and Korean language responses indicate a much higher rate of “feeling safe in Lynnwood” compared to the English language responses
- When considering all English Language survey respondents, most people reported not often or rarely experiencing unfair treatment when interacting with other people or local institutions.⁴
 - However, for people who identify as BIPOC⁵, LGBTQ⁶, or disabled/requiring access needs⁷ the frequency of feeling unfairly treated was typically higher than those who do not share these identities.
 - The data seems to suggest a similar – if not greater – impact for people who do not speak English or speak another language in addition to English.
- When indicated with a comment in the English language survey, the most common responses to why respondents have felt unsafe or treated unfairly are related to interactions with police, government inaction/inaccessibility, or the physical environment (e.g. pedestrian safety, construction, or inadequate transportation infrastructure)
 - Government inaction refers to both City staff or elected officials.
 - There is mixed response regarding police whether respondents indicated having direct interactions or not. Several have had positive experiences while several others have a low expectation about law enforcement’s ability to respond to experience of crime effectively.
- Social supports such as low-income housing, expanded child day care, and better public transportation were shared as ways to increase accessibility and improve quality of life.

While in Lynnwood, have you ever been treated unfairly during any of the following situations?

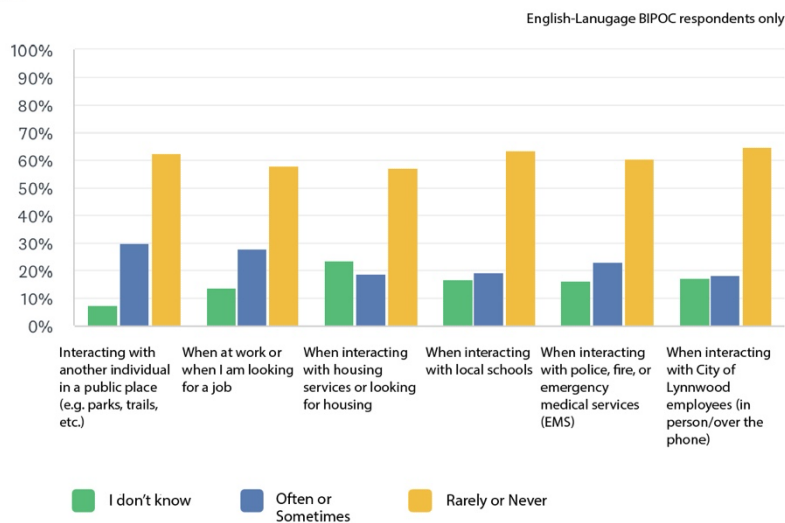
Answered: 611 Skipped: 92



⁴ Survey analysis screenshot (English Language)

While in Lynnwood, have you ever been treated unfairly during any of the following situations?

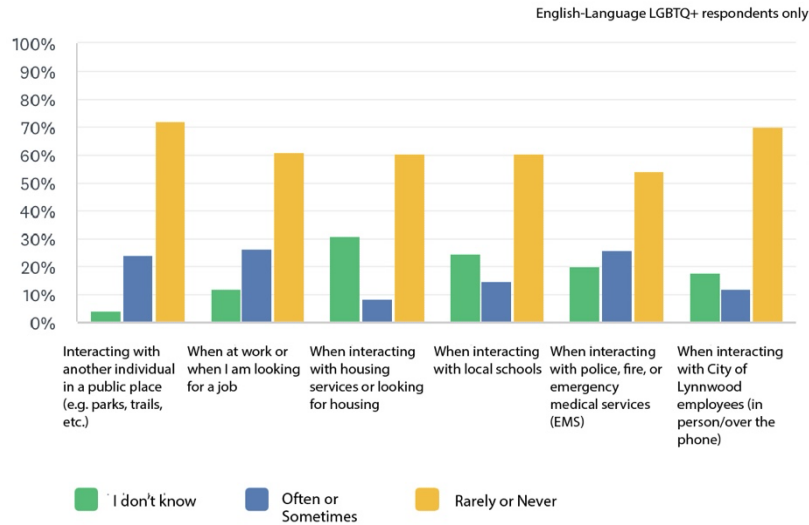
Answered: 175 Skipped: 21



⁵ Survey analysis screenshot (BIPOC English Language)

While in Lynnwood, have you ever been treated unfairly during any of the following situations?

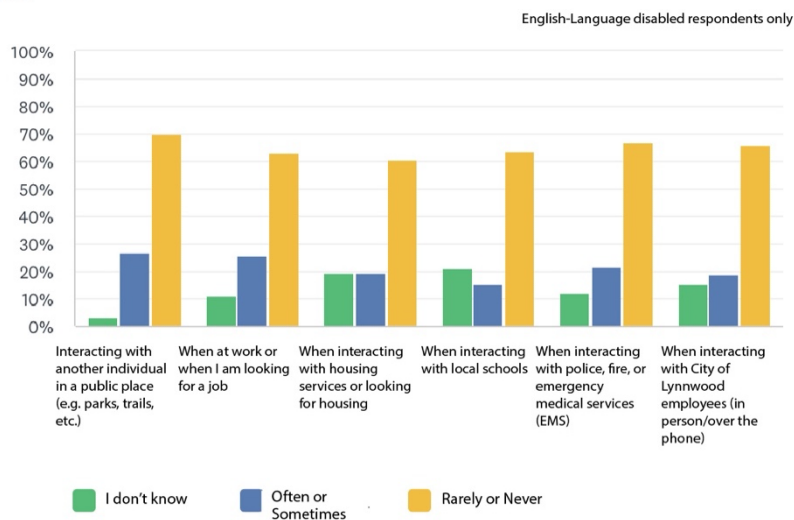
Answered: 50 Skipped: 7



⁶ Survey analysis screenshot (LGBTQ+ English Language)

While in Lynnwood, have you ever been treated unfairly during any of the following situations?

Answered: 165 Skipped: 23



⁷ Survey analysis screenshot (Disabled English Language)

“The only safety concern is that Lynnwood is so car-centric that I do not feel safe walking or biking locally.”

“Bike lanes, continuous bike lanes not ending in “share the road” lanes aka unsafe-for-bicyclists-lanes. with so many pedestrians here, I don’t always like using sidewalks.”

“Build more social supports and publicly accessible spaces, infrastructure, and centering the youth.”

“Support lower income adults and children by reducing barriers to mental health, substance abuse, and housing programs.”

I gave up visiting Lynnwood last autumn due to lack of access [related to construction]. ”

Civic Engagement and Interactions with Government

There are inconsistencies with correspondence with City Government. Most often, there is a sense of indifference, however there are several responses that indicate a lack of engagement in their communities from the City, and a true desire to be part of the process. Though neighborhood level engagement is taking place, people want to see the City be more proactive and accessible to involve residents in civic engagement opportunities.

- Most respondents across all three surveys indicate not being connected to a community organization, though many do report finding community in schools, the workplace, or in their neighborhoods.
 - Those who report being connected to community organizations largely cite the following: faith groups, recreation clubs, community college, and neighborhood networks.
 - Many respondents indicated some interaction with Edmonds College.
- 60% of English language respondents indicated they have formally contacted the City before
 - Most respondents of the Spanish and Korean language surveys had not contacted the City before.
 - Across all languages, those that have not most commonly indicated not having a specific need/reason to contact the City.
- References to government inaction – as stated previously in this report – seemingly relate to communication challenges or breakdowns.
- English language responses indicate a desire to interact with the City of Lynnwood through events hosted by the City or public meetings hosted by the City.
 - BIPOC population respondents also included interactions through cultural gatherings and events
- Spanish language responses indicate a desire to interact with City of Lynnwood staff in-person at community events, festivals, and in public meetings.
 - Currently, most Spanish language respondents receive news and information about Lynnwood through social media
- Most Korean language responses indicate never having been in contact with the City of Lynnwood. For those that had, forty percent reported they did not receive help.
 - 45% of Korean language responses indicate a desire for Lynnwood staff to meet them at their places of worship.
 - Currently, most Korean language respondents receive news and information about Lynnwood through family and friends.
- English language respondents slightly feel like their voice or interests are heard by the City.

- BIPOC respondents are closer to an even split
- 73% of Spanish language respondents *do feel* like their voice or interests are heard by the City.
- 83% of Spanish language respondents access the internet via cellphone.
- A trend in the data responses shows people skipped questions related to interactions with the City more often than to questions in other sections related to belonging and safety.

“Responses from the city staff are off and on and inconsistent.”

“I don't even know how or who to contact in the City to ask questions or report a problem other than a 911 call for an emergency.”

“Sometimes public officials make it very difficult to reach out to them. Access is not as easy as it should be.”

“Open policy-making and planning efforts to marginalized communities that live, shop, and recreate in Lynnwood.”

When I needed service I received good customer service. Whether when we built our home to when our kids went took swimming lessons at the Lynnwood Pool.

RECOMMENDATIONS

This section includes recommendations for the City of Lynnwood to leverage this information and outline opportunities for progress on equity. The recommendations listed here are provided as a direct response to the comprehensive data analysis found in this report.

Future Data Collection

Assess even further marginalized populations. Who was not reached through this process? Which communities are not yet mobilized/organized that could benefit from capacity building?

Youth and young adult participation was minimal to none through the survey process. Uplift youth civic involvement through targeted engagement.

Deepen specificity on City information and resources most resonant to communities.

Priorities for Staff & Departments

Continue to pursue relationships with Community-Based organizations and the populations they serve, in order to build out the city's network of support and create sustainable community feedback loops.

Consider capacity building for more trusted advocates/partnerships between community and the City. By doing so, this will alleviate the burden on single points of contact. The more that relationships can be housed across a variety of departments, the better.

Continue to implement targeted community engagement via focus groups, stakeholder interviews, and through cultural events. A Best Practices Guide for Community Focus Groups is attached in Appendix C.

Meet people where they are to ensure that the City is being proactive in mitigating barriers. Some of the survey data shares initial context for some communities/sub populations and the best way to interact.

Expand translation services for Korean, Spanish, and Chinese languages, especially for public processes.

Recruit for civil service positions in marginalized communities. People are interested in seeing more diversity of public service officers, including fire, police, and social workers.

Leverage existing assets that can support place-based identity building. Lynnwood has many places to gather for recreation, including parks, trails, and community centers; many responses to the survey included some mention of using these resources and spoke highly of the services available in the city.

Consider expansive definitions of diversity when considering celebration opportunities and outreach. There is a clear opportunity to be more inclusive of LGBTQ+ considerations.

Continue assessing equity conditions on a regular frequency. We recommend sharing this survey on an annual or biennial frequency to test progress against this baseline.

Longer Term Opportunities

Create a long-term shared vision for equity work at the City of Lynnwood. It will be worthwhile for the City of Lynnwood to work on internal buy-in and ownership for future equity work across all levels of government. All projects should stem from the core mission of your Equity & Social Justice team.

Tie equity outcomes and investments in community engagement/relationship building to future growth targets. This survey represents a baseline for Lynnwood's conditions. As the city continues to grow and light rail comes online in the next couple of years, existing progress should be leaned into to scale as the city does.

Create accessibility in policy development and planning efforts at the city. Marginalized communities are expressing interest in the process but unable to participate due to inaccessibility.

Increase Transparency in public processes. Many respondents of the survey indicated a frustration with the lack of transparency from the city about results of their surveys or other efforts. It is important to create feedback loops with communities to ensure transparent communication and decision-making.

Increase representation in leadership positions, especially with elected officials.

APPENDIX A: Full survey analysis

English Language Survey Data: https://www.surveymonkey.com/results/SM-x3glxL_2FZk0EfZGaT1ehVyQ_3D_3D/

Spanish Language Survey Data: https://www.surveymonkey.com/results/SM-RMQ_2BDwrsUCrcT_2FCca4VwCw_3D_3D/

Korean Language Survey Data: https://www.surveymonkey.com/results/SM-hAVZSQDydYhiGAPzwynZaA_3D_3D/

Vietnamese Language Survey Data: https://www.surveymonkey.com/results/SM-_2FmvCONgalUTu5zAbh5FApw_3D_3D/

APPENDIX B: Survey Instrument



Community Equity Survey

The City of Lynnwood commits to be a safe, welcoming and equitable community for all. Everyone who lives, works, plays, and worships in Lynnwood should feel safe and welcome to participate in what the City of Lynnwood has to offer. This survey will help us understand your experiences in Lynnwood and the ways we can build trust and better serve you.

The survey will take about 20 minutes. We appreciate your answers. Participation in this survey is voluntary and sharing personal information is optional. The results of this survey will be collected by a consultant to the City and all data will be shared anonymously with City of Lynnwood staff.

Demographics

The purpose for these questions is to be able to track that this survey is being taken by a representative proportion of Lynnwood's population. This information will be kept private and you are not required to share personal details.

1 What do you do in Lynnwood? (please select all that apply)

- I live in Lynnwood and own a home
- I live in Lynnwood and rent
- I live in Lynnwood, other
- I or a family member attends school in Lynnwood
- I work in Lynnwood
- I shop in Lynnwood
- I use parks, trails, community centers, libraries
- I worship/my church is in Lynnwood
- Other (please specify)

2 Which zip code do you live in?

3 What is your age?

- Under 18
- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- Over 65
- Prefer not to answer

4 Including yourself, how many people currently live in your household?

- 1
- 2
- 3
- 4
- 5
- 6+

5 What is your annual household income? (please select one)

- Under \$25,000
- \$25,000-\$64,999
- \$65,000-\$99,999
- \$100,000-\$149,999
- \$150,000+
- Prefer not to answer

6 Are you of Hispanic or Latino origin?

- Yes
- No
- I don't know
- Prefer not to answer

7 How do you racially identify? (Please select all that apply)

- American Indian/Alaska Native
- Asian (e.g. Chinese, Filipino, Vietnamese, Korean, Japanese, Asian Indian etc.)
- Native Hawaiian or other Pacific Islander (e.g. Samoan, Chamorro, Tongan, Fijian, etc.)
- Black/African American
- Multiracial
- White
- Prefer not to answer
- Other (please specify)

8 What is your religion?

9 What languages do you speak at home? List your primary language first.

10 Which of these options best describes your gender? (groupings below are not meant to indicate identical)

- Man
- Woman
- Transgender
- Gender non-conforming, Non-binary, or Genderqueer
- Two-Spirit
- An identity not listed here (please specify if you'd like)

11 Do you identify as LGBTQ+ individual?

- Yes
- No
- Prefer not to answer
- Unsure

12 How long have you lived in the United States?

- 3 years or less
- 3-10 years
- 10 years or more
- I've lived in the U.S. my entire life

13 Do you, or someone in your home, identify as a person with a disability or with access needs?

- Yes
- No
- Not sure
- Prefer not to answer

14 Are you a veteran?

- Yes, Active Duty Military, Reserves, or National Guard
- Yes, Veteran of the U.S. Military, Reserves, or National Guard
- No, never served in the military
- Prefer not to answer

Quality of Life Survey 50% complete! You're almost done!

15 My community includes people that share my... (Select all that apply)

- Demographics (race, ethnicity, gender, ability, country of origin, language, etc.)
- Religion or faith
- Neighborhood
- Work/Profession
- Education/school
- Some other group (please specify)

16 What do you value most about your community? (select all that apply)

- My community makes me feel accepted and appreciated
- My community makes me feel safe
- We attend the same events and celebrate together (farmer's markets, public gatherings, picnics)
- We have different backgrounds
- We have the same backgrounds
- We share important information and resources with one another
- Some other reason (please specify)

17 Complete this sentence: "I feel my community or culture is most accepted in Lynnwood when ..."

- I attend gatherings hosted by family or friends
- I am free to publicly celebrate holidays that are meaningful to me
- My cultural celebrations are shared by local news media
- I create or see public art or other public displays of my cultural heritage around the city
- I attend festivals and events hosted by the City of Lynnwood or other local organizations
- I or members of my community are invited to contribute to Lynnwood city planning efforts (neighborhood plan, committees & commissions, public comment)
- I see elected officials and City employees that share my background
- I do not feel my community or culture is welcome in Lynnwood
- Some other reason (please specify)

18 If you feel unwelcome in Lynnwood, what could be done to improve this?

19 Are you a part of a community group or organization based in Lynnwood? if so, which ones? (e.g. faith-based organization, cultural organization, professional or union, etc.)

- No, I am not a part of any community groups in Lynnwood
- Yes, I am a part of community groups in Lynnwood (please share below)

20 How strongly do you agree with the following statement "I feel safe in Lynnwood"

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

21 Please complete the following sentence: "I feel most safe when ..." (Select your top three choices)

- I am physically safe
- I have my basic material health needs met (shelter, food, clothing, water, & sanitation)
- I have my basic mental health needs met
- I have access to income, education, health care, etc.
- My disability needs are met (ADA accessibility)
- Police, Fire, or Emergency Medical services effectively respond to calls for support
- City of Lynnwood officials or staff are available for information and support
- Other (please specify)

22 Who do you contact when there is a safety concern in your neighborhood? (select all that apply)

- 9-1-1 or another emergency response service (police, fire, medical)
- A department or staff member at the City of Lynnwood
- A community group or organization I trust
- Neighbors
- Family
- My local school
- My place of worship
- I do not contact anyone
- Unsure
- Other (please specify)

23 While in Lynnwood, have you ever been treated unfairly during any of the following situations?

	Often	Sometimes	Rarely	Never	I don't know
Interacting with another individual in a public place (e.g. parks, trails, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When at work or when I am looking for a job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When interacting with housing services or looking for housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When interacting with local schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When interacting with police, fire, or emergency medical services (EMS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When interacting with City of Lynnwood employees (in person/over the phone)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24 If you would like, please share additional details to any of your responses in the previous question

Communication

These questions will inform the City of Lynnwood of opportunities to better connect with the diverse communities living in Lynnwood.

25 Have you ever contacted a City of Lynnwood department or staff person before?

- Yes, I have contacted the City before
- No, I have not contacted the City before

26 If you answered "no" to question #25, why?

27 If you answered "Yes. I have contacted the City before" to question 25, please tell us about your experience (select all that apply)

- My problem or request was fulfilled
- I was treated with respect
- My problem/request was taken seriously
- I felt welcomed
- I was treated poorly by the staff I interacted with
- I feel confident in contacting the City again
- I did not receive help
- Other (please specify)

28 How do you currently receive information about what's happening in Lynnwood? (select all that apply)

- From conversations with City of Lynnwood government staff or Council Member
- The City of Lynnwood website (<https://www.lynnwoodwa.gov>)
- Email or Lynnwood eNews
- City of Lynnwood social media (twitter, facebook, instagram, youtube)
- In the mail (postcards, Inside Lynnwood, etc.)
- Other local news sources
- School
- Work
- Place of worship
- Community group
- Neighbors, friends, or family members
- I do not receive information about what's happening in Lynnwood
- Other (please specify)

29 How do you want to interact with the City of Lynnwood? (select all that apply)

- I prefer to interact with someone in person
- I prefer to interact with someone over the phone
- I prefer to interact with someone over Zoom/video call
- I prefer to interact with the City of Lynnwood by mail
- I prefer to interact with the City of Lynnwood via e-mail
- Through social media
- Through a shared bulletin board
- I do not want to interact with the City of Lynnwood
- I don't know

30 Where would you like City of Lynnwood staff to connect with you? (select all that apply)

- At a City Building
- Public meetings hosted by the City
- Events hosted by the City
- Cultural Gatherings and events
- My community organizations
- Places I worship
- Social services
- Schools
- I do not want direct interaction with the City of Lynnwood
- I don't know
- Other (please specify)

31 What types of information would you like to receive from the City of Lynnwood? (select all that apply)

- Decisions made by City Council and the Mayor
- Public meetings, open houses, opportunities to provide input
- City news
- Community events
- Park & recreation opportunities
- Arts & cultural events
- Neighborhood projects related to my streets and parks
- Major public and private projects (roads, buildings, parks)
- Comprehensive & strategic planning efforts Lynnwood
- Safety and crime prevention information
- Community funding opportunities
- Conservation & Recycling
- Job opportunities
- Volunteer opportunities
- Other (please specify)

32 I feel my voice is heard/interests are addressed by the City

- Yes No

33 Please explain your answer from #32

34 Which of the following City services have you used in the City of Lynnwood?

- Attended a City Council meeting
- Attended a City of Lynnwood open house or public meeting
- Looked at City website for information
- Provided feedback on a city project or initiative
- Called 9-1-1 to report a problem
- Contacted the Lynnwood Police Department for a non-emergency issue
- Contacted our Utility Billing staff
- Attended a City of Lynnwood event
- Applied for a job at the City of Lynnwood
- Reported a pothole or code violation
- Applied for a permit or business license
- Visited our Recreation Center
- Used a Lynnwood park or trail
- Participated in a Senior Center program
- Participated in a recycling or conservation event
- None of the above

35 How do you access internet? (select all that apply)

- Home broadband
- Cell phone
- Library
- School
- I don't have access to internet

36 Is there anything else you would like us to know about your interactions with the City of Lynnwood government?

APPENDIX C: Best Practices Guide for Community Focus Groups

Focus Groups are an opportunity to enrich understandings from “static” survey data with special-purpose discussions around specific topics or research questions. The sessions should be about the group participants talking and feeding off one another in response to prompted questions. Focus groups are dynamic and *is not* about providing a comprehensive presentation or lecture for questions & answers. As best as possible, focus groups and the accompanying correspondence and materials should be in-language.

Identifying topics/developing questions

The first step in organizing a focus group is to ensure you are clear on what your “focus” is. Groups should be recruited/organized around this focus. To select a “focus” think about what data you already have and that which you do not. If your aim is to narrow/enrich a particular piece of the dataset, that is appropriate. It is also equally appropriate to go through the effort of recruiting a group or presenting a topic that was largely unrepresented in the survey to get initial thoughts. Given the reflection of this data we suggest focus groups around issues of youth and young adults, digging deeper into different experiences/priorities for safety, and confirming engagement mechanisms with particular communities.

Recruiting

Unlike other “open” engagement activities, it is okay – and often more effective – for focus group recruitment to be targeted. In addition to prioritizing particular populations, consider if there are prospective participants that might be well positioned to participate. For best success, focus groups should be “intimate”, not be too large (e.g. approx. 5 – 8 people), and should be facilitated by one or two staff.

Incentivizing and maximizing participation

In line with the recommendation to “meet people where they are”, consider mitigating as many barriers to participation as possible. Suggestions include hosting the session at an accessible location, providing compensation/stipends to participants, providing food, childcare, or transportation, or considering accessibility needs such as language interpreters.

Facilitating the conversation

Successful focus groups are about the participants deepening one another’s insights and reflections. To do this consider developing a couple of simple yet nuanced questions. You want to have an “easy” entry point into the conversation while allowing for multiple conversations to unfold. Your role is to help people build off ideas and provide clarification where necessary. It is important that the focus group format feel informal – even if the outline/facilitation is structured – to maximize individual participation.

Analysis and addition to the data

The focus group presents the opportunity to confirm or elaborate on existing themes from the survey. The qualitative data from the focus group then can be directly associated with an existing theme or can help identify new themes. It is a complementary data collection mechanism to position alongside the survey data.