



## INFORMATIONAL MEMORANDUM

TO: **Planning Commission**

FROM: **Derek Speck, Economic Development Administrator**

DATE: **June 8, 2023**

SUBJECT: **Comprehensive Plan Economic Element – Themes from Engagement**

### **ISSUE**

This is an update on what we have heard to date through our community engagement as we create the City's Economic Development Strategy. We will also use this information to inform updates to the Economic Element of the Comprehensive Plan.

### **BACKGROUND**

In 2022 the City began community engagement to gather input for the Economic Development Strategy through a variety of methods including a website, surveys, listening sessions, and contracts with community organizations.

### **DISCUSSION**

Following are summaries of results from most of the engagement methods:

- 1) Online Survey – The city hosted an online survey. Draft results are attached.
- 2) Paper Survey – The city collected paper surveys at the Tukwila Village farmer's market. Draft results are attached.
- 3) Online Interactive Map - Identified sites for public infrastructure (crosswalks, bus shelters, curb and sidewalks, traffic signals), community garden, park, lounge style coffee shop, use river as an amenity.
- 4) Listening Sessions – City staff held listening sessions at the City's boards and commissions. The staff notes are attached.
- 5) Listening Sessions – City staff held listening sessions with the help of community organizations. The staff notes are attached.
- 6) Contracted Engagement
  - a) *African Community Housing and Development* – The City purchased a report on needs of small African businesses and workforce needs of SeaTac/Tukwila area. The report is attached.
  - b) *Seattle Southside Chamber of Commerce* – The City contracted with the Seattle Southside Chamber of Commerce to conduct door to door visits to businesses in Southcenter District and along Tukwila International Boulevard to promote the online survey and collect information. A summary of business comments is attached.
  - c) *Growing Contigo* – The City contracted with Growing Contigo to promote the survey to Spanish speaking businesses via social media, phone calls, and in person visits. The report is attached.

- d) *Riverton Park United Methodist Church* – The City contracted with the Church to survey members of Tukwila’s homeless population and encourage them to submit online surveys.
- e) *Talitha Consults* – The City contracted with Talitha to collect surveys at two apartment buildings housing lower income families. The primary languages were Dari, English, Somali, and Spanish. Summary report is attached.

The city may also conduct some phone interviews and focus groups and will seek additional feedback from the Economic Development Strategy’s Advisory Committee. Public input will also continue through the City Council approval process.

Staff will be available to speak to the key themes and issues from the engagement results to date.

**FINANCIAL IMPACT**

Not applicable.

**RECOMMENDATION**

Discussion only.

**ATTACHMENTS**

Online Survey Results – Draft

Paper Survey Results – Draft

Listening Session Notes – City Boards and Commissions

- a. Arts Commission
- b. Community Oriented Policing Advisory Committee
- c. Equity and Social Justice Committee
- d. Human Services Advisory Committee
- e. Lodging Tax Advisory Committee
- f. Parks Commission
- g. Planning Commission
- h. Tukwila Library Advisory Board

Listening Session Notes – Community Organizations

- a. Foster High School Black Student Union
- b. SeaTac-Tukwila Community Coalition – Community Leaders
- c. SeaTac-Tukwila Community Coalition – Members
- d. SeaTac-Tukwila Rotary Club

Report on Small Business Support and Workforce Development Programs (ACHD)

Business Comments (Seattle Southside Chamber of Commerce)

Tukwila Spanish-Speaking Business Survey Outreach Report (Growing Contigo)

Unhoused Residents Survey (Riverton Park United Methodist Church)

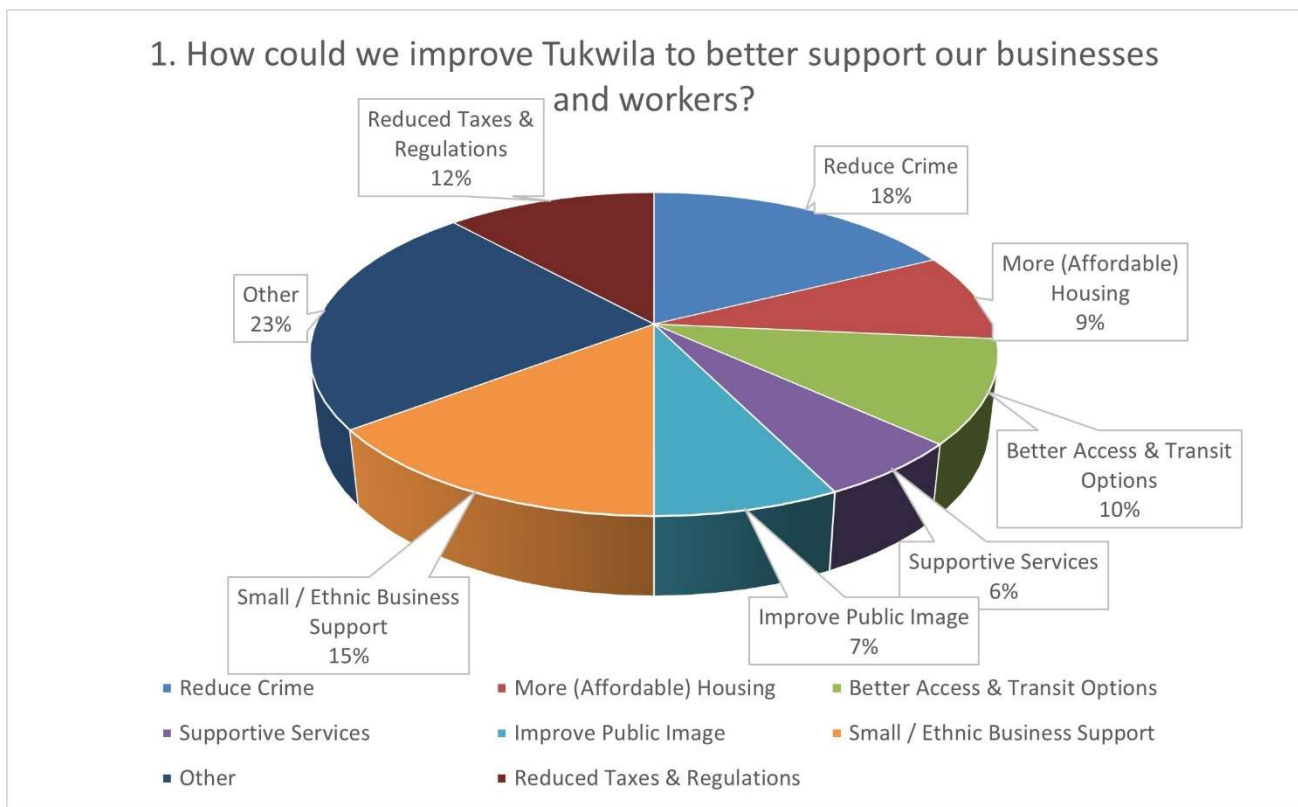
Renters and Special Needs Students (Talitha Consults)



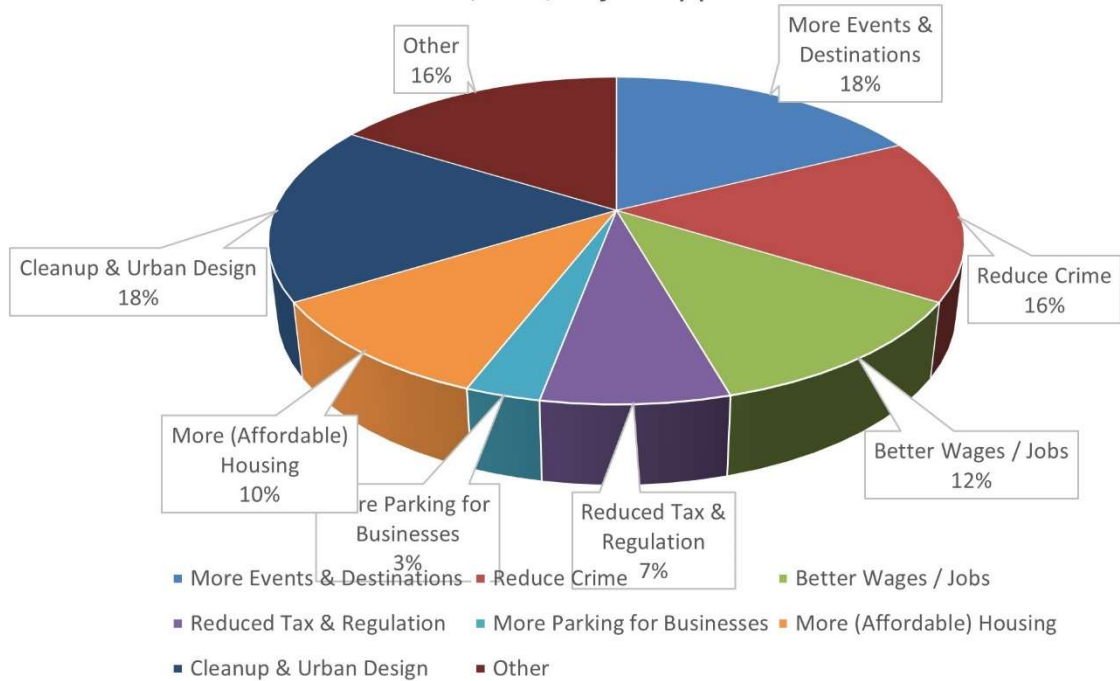
## Input on the Economic Development Strategy

### Online Survey Results – DRAFT

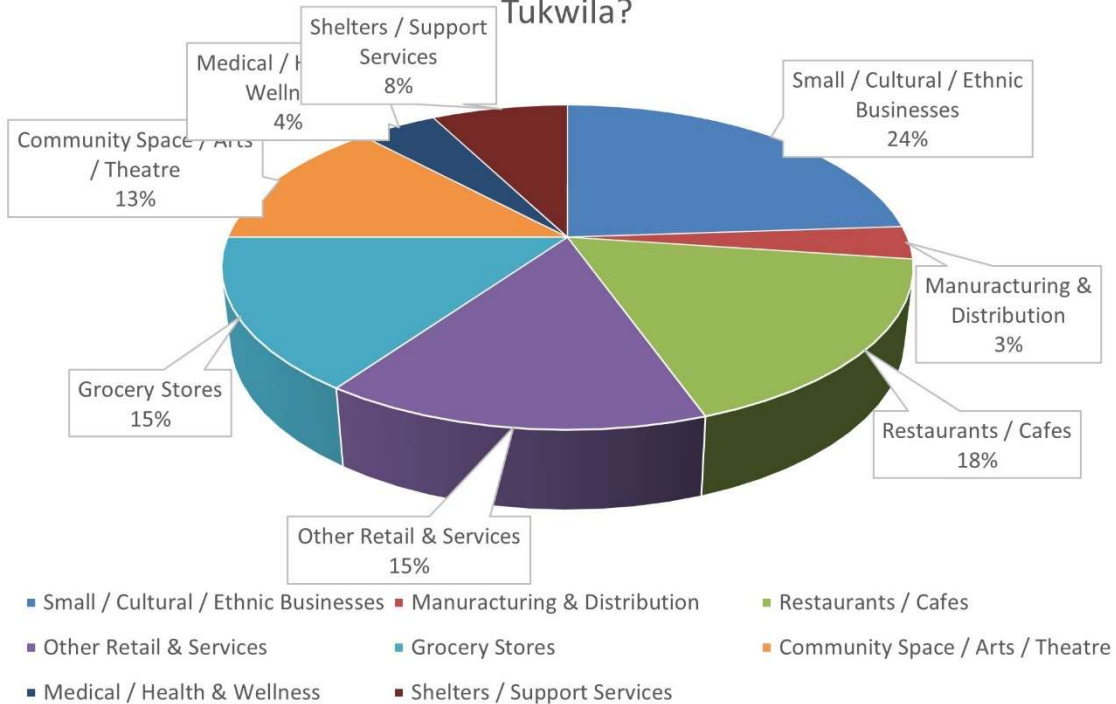
The City’s online survey for the Economic Development Strategy included ten questions on opinions and additional questions on demographics. At that time there were 53 respondents. The survey was available in ten languages. Respondents wrote their answers and the City’s consultant summarized the comments into the following categories. Following are the survey results for the ten opinion questions as of December 2022.



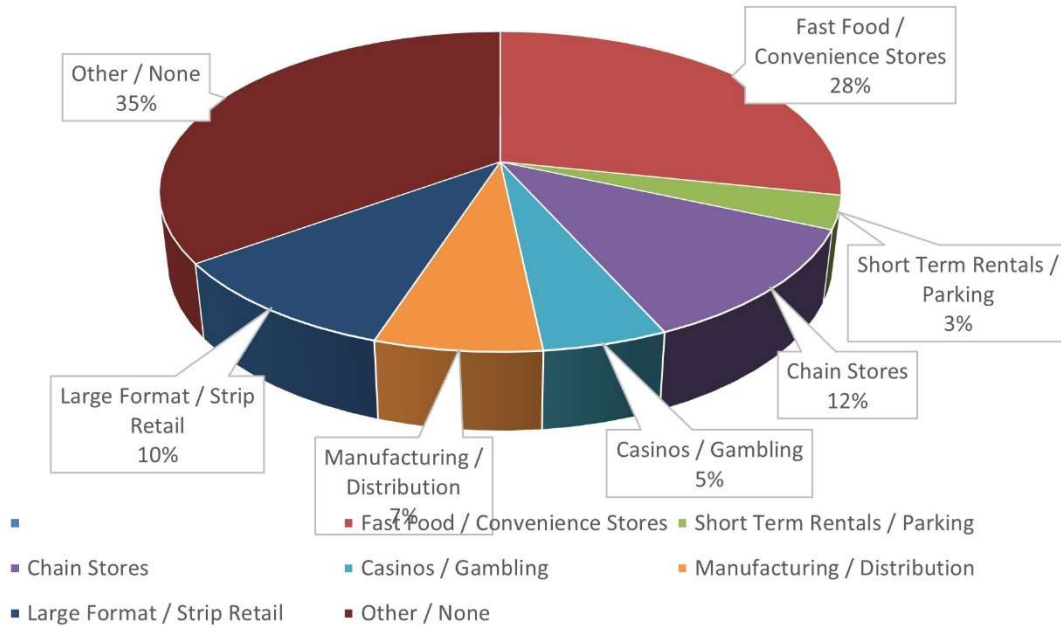
2. How could we improve Tukwila to attract new businesses, workers, and/or job opportunities?



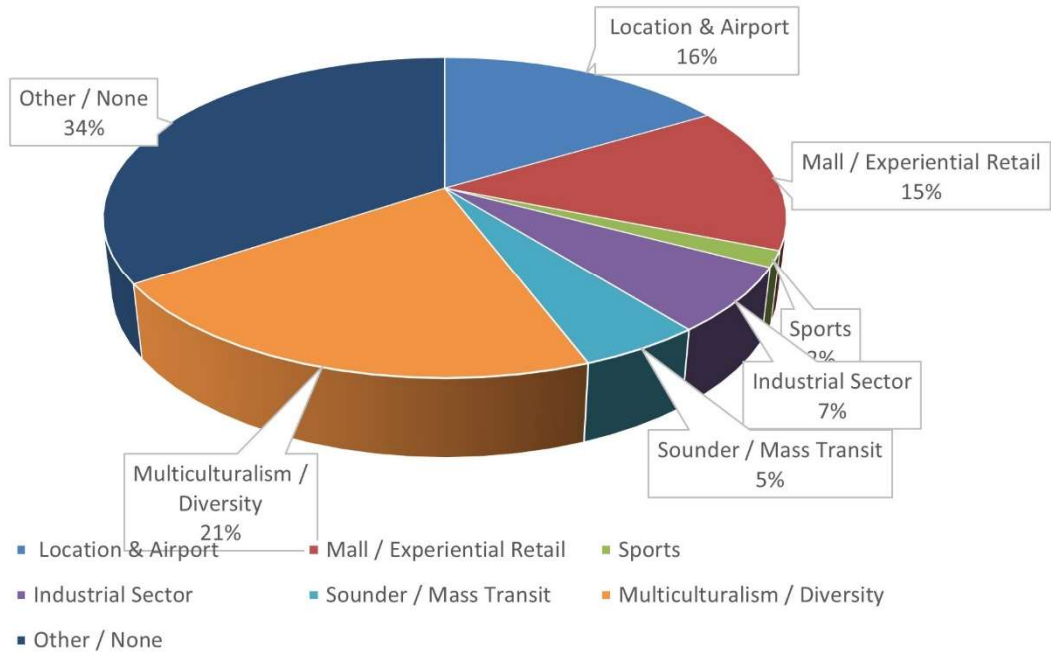
3. What types of businesses would you like to see more of in Tukwila?



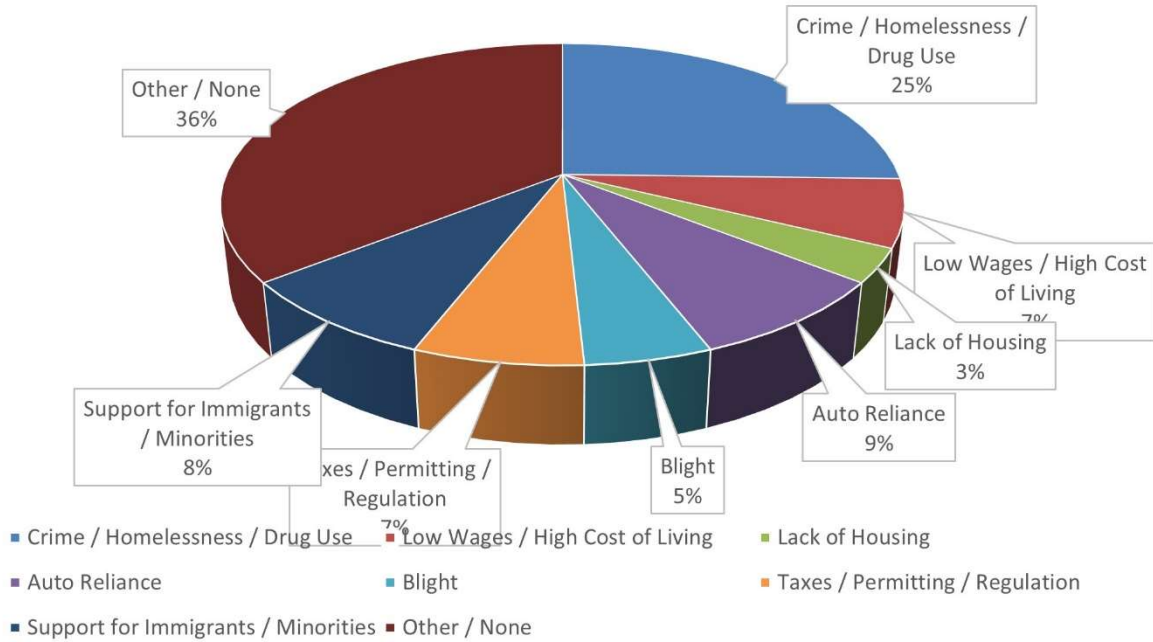
4. What types of businesses would you like to see less of in Tukwila?



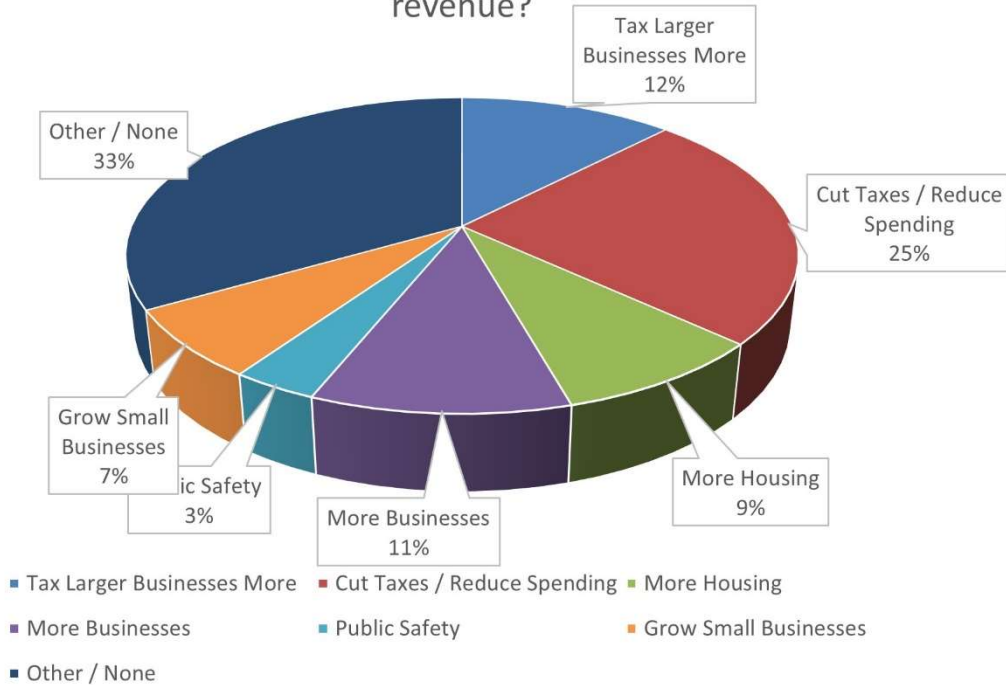
5. What are the strengths of Tukwila's business economy? What specific opportunities should the City pursue?



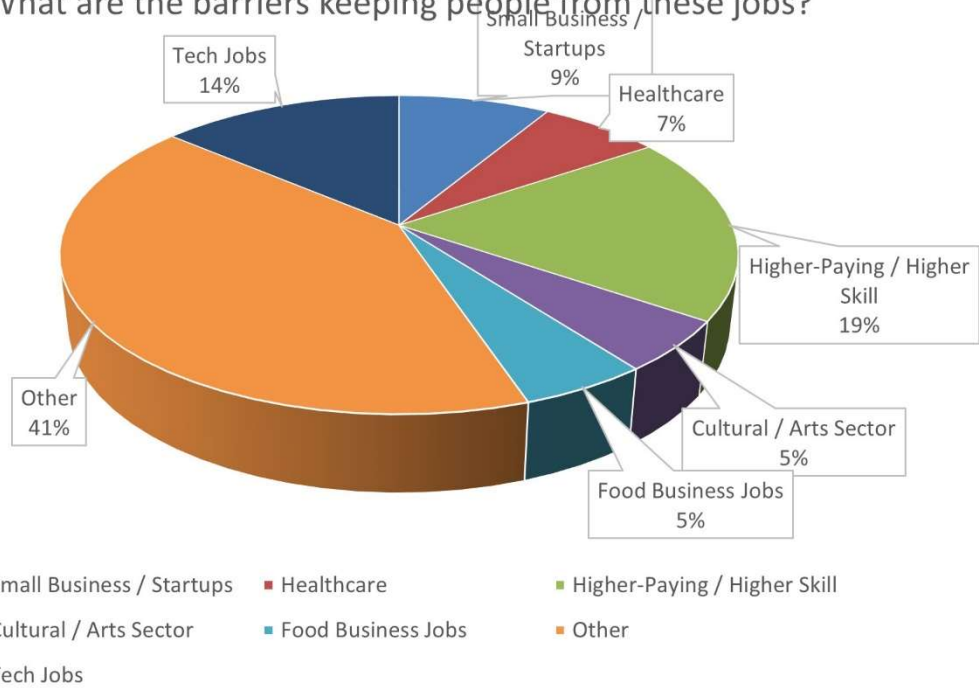
6. What are the weaknesses of Tukwila's business economy? What specific challenges might be holding the City's economy back?



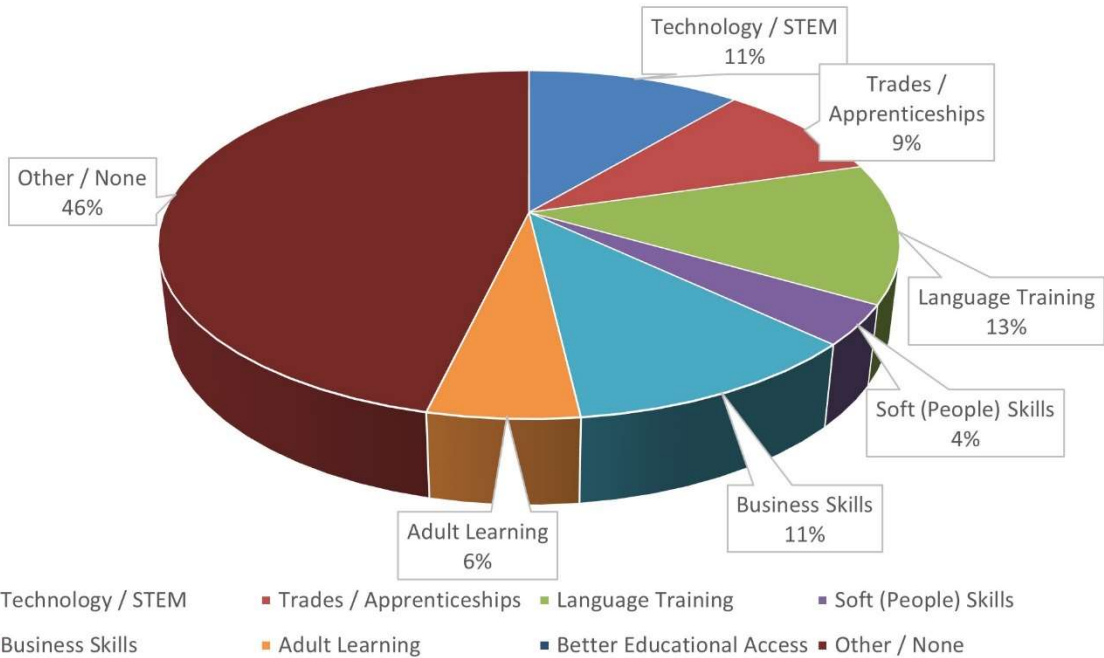
7. What are your ideas for increasing Tukwila's tax revenue?



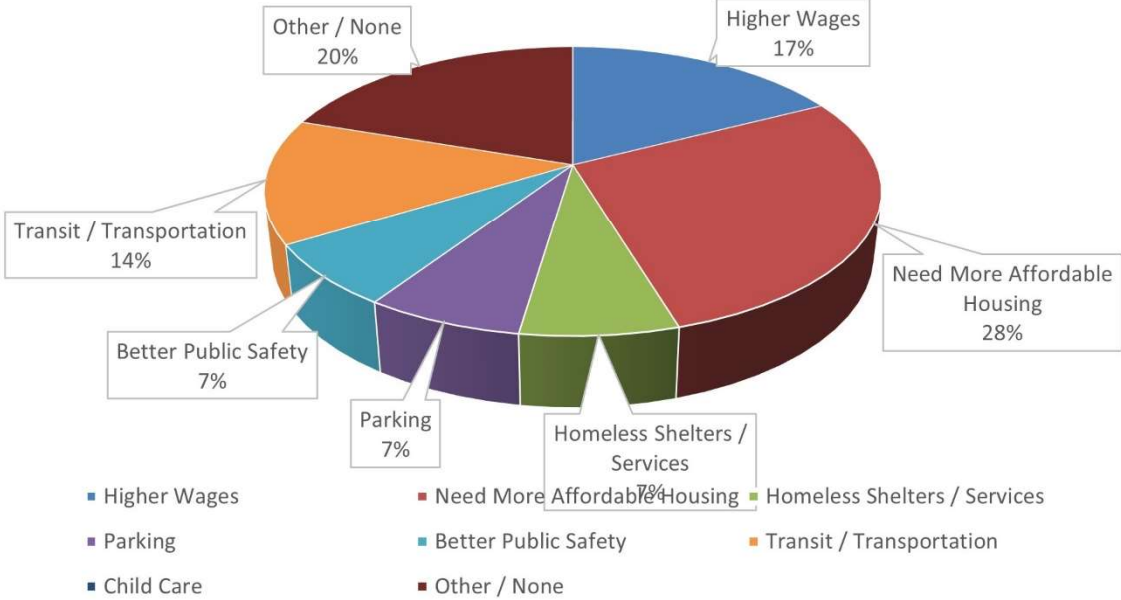
8. What kind of jobs would you like to see more of in Tukwila?  
What are the barriers keeping people from these jobs?



9. What are the greatest needs in terms of skills development, education, or job training for Tukwila's workers?



10. What are Tukwila workers' greatest challenges, issues, or needs? (For example, income, housing, childcare, or transportation.)







**Input on the Economic Development Strategy**

**Paper Survey Results – DRAFT**

The City’s paper survey for the Economic Development Strategy asked “what would you like to see more of in Tukwila?” and provided space for people to put stickers and comments into their top two categories. Economic Development staff conducted the survey at the Tukwila Village farmers market on October 5, 2022 and October 12, 2022. The survey was available in five languages. We received 24 responses. Respondents wrote their answers and the City staff summarized the comments into the following categories. Following are the survey results:

**Survey Results**

**Tukwila Village Farmers Market**

**Number of Surveys by Language**

	<u>English</u>	<u>Spanish</u>	<u>Somali</u>	<u>Vietnamese</u>	<u>Other</u>	<u>Total</u>
10/5/2022	23	1	0	0	0	24
10/12/2022	22	1	0	0	1	24

**Stickers**

<u>Categories</u>	<u>10/5/2022</u>	<u>10/12/2022</u>	<u>Total</u>
Businesses	9	7	16
Jobs	10	6	16
Education & Training	13	14	27
Housing	12	9	21
Other	7	11	18

**Notes:**

- (1) The survey sheet had the above 5 categories for "what would you like to see more of in Tukwila?"
- (2) We gave each person two stickers and asked them to place them on their two highest priorities.
- (3) We asked them to write their suggestions and comments in any categories.
- (4) If they marked or commented in a category, it would be counted it as a sticker.
- (5) We gave free water, candy, kids toys, emergency supplies
- (6) The market offered free dinner and music on 10/12/22.
- (7) A number of youth submitted surveys to get the free items.

**Comments**

- (1) More restaurants  
More
- (2) colleges
- (3) Sustainable gardening & food storage

- (4) Better cooperation between Section 8, DSHS, and various management
- (5) Any jobs which can help people
- (6) Education & Training - good; no discrimination
- (7) No more housing!!!
- (8) Jobs - Engineering like Amazon
- (9) Education & Training - job skills and training
- (10) We have many low income people in community if there is more job opportunities so these people will be more independent
- (11) People be more educated
- (12) Businesses that want to help clean up Tukwila
- (13) Jobs to help clean up Tukwila together it works
- (14) Education & Training - to better know what's going on and how we can help every with cleaning
- (15) There is too much homelessness and we are suffering because of all the stealing
- (16) I want to see more BIPOC businesses
- (17) I want to see less homeless people in the street
- (18) Teen center
- (19) Jobs for kids
- (20) Volunteer opportunities for kids and teenagers
- (21) Offer training courses for becoming an entrepreneur with access for low rates loans to start up
- (22) Develop more sizable malls
- (23) More apartments
- (24) Businesses - More community/diverse/market/food. Local lead and small business
- (25) Community lead education about land we are on and about our community members
- (26) Businesses - Food

- (27) Housing - For seniors
- (28) Kids to do
- (29) More training on internet
- (30) Senior center training on internet
- (31) Stop crime esp drug abuse
- (32) Apprenticeships program (abroad diploma to US credentials)
- (33) Law + order
- (34) Jobs - For different ages especially for the senior
- (35) Develop more housing with more amenities
- (36) After school wellness & health programs
- (37) Housing - affordability please
- (38) Housing - affordability
- (39) Jobs - technology, grocery
- (40) Education & Training - environment of students
- (41) For businesses they should do more food businesses or smoothie shops
- (42) Jobs - programs or coaching
- (43) Workforce housing
- (44) Communal farming & living
- (45) Education & training - computer
- (46) Community outreach kids, elders
- (47) Jobs - More take your kids to work day
- (48) Libraries
- (49) More mix of residential and ?. Missing middle concerns.
- (50) More college classes and ESL like Highline college.

- (51) More affordable housing (Samara rents have increased. Now a 2 bedroom is \$1,500)
- (52) Safety and security
- (53) On the job training.
- (54) Financial education.
- (55) On the job training instead of written test certifications. E.g. for home care worker.
- (56) Safety
- (57) RV parking restrictions
- (58) Walkability
- (59) More parks
- (60) More schools
- (61) Kids community to play and share their culture
- (62) Green jobs - We have water ways in the city.
- (63) I've imagined a skill development center in the area like Airport University.
- (64) Rent prices are very high.
- (65) Gas prices high but wages aren't rising.
- (66) Security. I'm a SHAG resident and we are very concerned.
- (67) More schools
- (68) More restaurants
- (69) Ice cream truck
- (70) After school education
- (71) More houses
- (72) More jobs in construction
- (73) Housing for low income seniors
- (74) Schools to teach self defense

- (75) I think we need more active businesses in Tukwila like malls & building company
- (76) With education and training we can find good jobs that we want
- (77) Try making the area safer
- (78) Doctors offices
- (79) Educational programs for children
- (80) Exercise classes
- (81) Cooking classes
- (82) Small business
- (83) Take care of adults (likely seniors) (swahili)





## Input on the Economic Development Strategy

### Arts Commission Listening Session 11/30/22

Questions to prompt discussion:

1. What are the strengths of Tukwila's economy?
2. What are the weaknesses of Tukwila's economy?
3. What are the challenges facing Tukwila's businesses?
4. What are the opportunities facing Tukwila's businesses?
5. What are your ideas to improve Tukwila's economy and tax revenue?
6. What are your ideas to improve the lives of Tukwila's residents who are working?
7. What types of businesses would you like to see *less* of in Tukwila?
8. What types of businesses would you like to see *more* of in Tukwila?

Comments from group:

1. Dinner theater
2. Artist lofts and creative space
3. Black box theater
4. Pub with live music
5. Food truck court, particularly on TIB
6. Crime is a concern







## Input on the Economic Development Strategy

### Community Oriented Policing Advisory Board (COPCAB) Listening Session 10/13/22

Questions to prompt discussion:

1. What are the strengths of Tukwila's economy?
2. What are the weaknesses of Tukwila's economy?
3. What are the challenges facing Tukwila's businesses?
4. What are the opportunities facing Tukwila's businesses?
5. What are your ideas to improve Tukwila's economy and tax revenue?
6. What are your ideas to improve the lives of Tukwila's residents who are working?
7. What types of businesses would you like to see *less* of in Tukwila?
8. What types of businesses would you like to see *more* of in Tukwila?

Comments from group:

1. Things that make it family friendly, activities
2. Social service agencies (more services to be provided locally)
3. Boys and girls club or something similar near 144<sup>th</sup> and TIB
4. Recreation resources for youth in the apartments
5. Tutoring center for academic support for kids
6. More mom & pop restaurants
7. Open access soccer fields for kids
8. Open access basketball courts for kids
9. Whole Foods grocery store
10. SeaTac and Tukwila managed animal control
11. Need to reduce crime
12. Businesses that generate net tax revenues
13. Auto dealerships for sale tax revenue
14. Add another casino
15. Sports betting?
16. No more pawn shops
17. Good pizza restaurant
18. Blaze pizza (Labraun James)
19. Brew pubs





## Input on the Economic Development Strategy

### Equity and Social Justice Commission Listening Session 8/4/22

We would like a community engagement process that welcomes Tukwila's diverse community. This includes residents, businesses, and property owners. Some possibilities are:

1. Website and online survey (optimized for mobile users)
2. City Hosted Opportunities
  - a. City Boards and Commissions
  - b. City groups (e.g., Teens for Tukwila)
  - c. City Facilities (Tukwila Community Center, Permit Counter, Spraypark, etc.)
  - d. Parks and Recreation events (e.g., "See You in the Park")
  - e. Direct door-to-door business visits
  - f. National Night Out
3. Community Meetings and Events
4. Community Gathering Places
  - a. Food Trucks (e.g. at Southgate Mobile Home Park)
  - b. Saar's Supersaver grocery store
  - c. Spice Bridge
  - d. Tukwila Library
  - e. Tukwila Village Farmers Market
5. Community Organizations
  - a. Access to Our Community
  - b. African Community Housing and Development
  - c. Chamber of Commerce
  - d. East African Community Services
  - e. Para Los Ninos
  - f. Partners in Employment
  - g. Refugee Women's Alliance (REWA)
  - h. Small Business Development Center at Highline College
  - i. Talitha Consults
  - j. Tukwila Metropolitan Park District Board
  - k. Tukwila School District (e.g., Foster High School classes)

We would appreciate the Committee's suggestions on these or other potential engagement opportunities.

We would appreciate the Committee's input on the Economic Development Strategy:

1. What types of businesses would you like to see *more* of in Tukwila?
2. What types of businesses would you like to see *less* of in Tukwila?
3. What are the strengths of Tukwila's economy and businesses?
4. What are the weaknesses of Tukwila's economy and businesses?
5. What are the challenges facing Tukwila's businesses?
6. What are the opportunities facing Tukwila's businesses?

7. What are your ideas to improve Tukwila's economy and tax revenue?
8. What are your ideas to improve the lives of Tukwila's working residents?

**Comments from Commission:**

1. Let us know how we can help
2. Who are we serving?
3. Translation
4. QR codes make it easier
5. Engage through multiple ways such as:
  - a. Sean Goode (Chose 180)
  - b. Tukwila School Board
  - c. Villa Comunitaria
  - d. Rotary
  - e. Faith organizations
  - f. Foster Presbyterian Church has Ethiopian and Bhutanese congregations
  - g. St Thomas has spanish speaking congregation
  - h. Abu Bakr mosque, synagogue and temple
  - i. Vietnamese student association
  - j. Black student union
  - k. Connect with residents at apartment buildings
  - l. Could connect with parents at school pick-up and drop off sites
  - m. Foster High social studies teachers could assist
6. We need more training centers/job centers



## Input on the Economic Development Strategy

### Human Services Advisory Board Listening Session 10/25/22

Questions to prompt discussion:

1. What are the strengths of Tukwila's economy?
2. What are the weaknesses of Tukwila's economy?
3. What are the challenges facing Tukwila's businesses?
4. What are the opportunities facing Tukwila's businesses?
5. What are your ideas to improve Tukwila's economy and tax revenue?
6. What are your ideas to improve the lives of Tukwila's residents who are working?
7. What types of businesses would you like to see *less* of in Tukwila?
8. What types of businesses would you like to see *more* of in Tukwila?

Comments from group:

1. Streamlined, efficient permitting process to attract development
2. Affordable housing in Tukwila School District so students don't have to move out.
3. Shelter for teens and/or families, domestic violence victims
4. Services for mental health, behavioral health, incarceration transition, domestic violence, case management
5. Teen health center in high school or at HealthPoint future wellness center on TIB
6. Mental health services in elementary schools
7. Translation services for immigrants and refugees
8. Higher wages for service providers like case workers
9. Workforce development office like WorkSource, PIE, etc. to connect people to livable wages and apprenticeships.
10. Technical and community college extension
11. Facility for classes like night school, e.g. college courses
12. Safe and affordable spaces for small businesses
13. Grocery store like Safeway or Albertsons near Allentown or East Marginal Way at Boeing Access Road





## Input on the Economic Development Strategy

### Lodging Tax Advisory Committee Listening Session 8/12/22

Questions to prompt discussion:

1. What are the strengths of Tukwila's economy?
2. What are the weaknesses of Tukwila's economy?
3. What are the challenges facing Tukwila's businesses?
4. What are the opportunities facing Tukwila's businesses?
5. What are your ideas to improve Tukwila's economy and tax revenue?
6. What are your ideas to improve the lives of Tukwila's residents who are working?
7. What types of businesses would you like to see *less* of in Tukwila?
8. What types of businesses would you like to see *more* of in Tukwila?
9. What are the needs of people working in Tukwila?

Comments from group:

1. Strengths: retail and the mall; great location for business travelers
2. Need more attractions; City could issue RFP to bring an attraction
3. An example is Everett has Angel of the Winds
4. Another example Snohomish has sports complex
5. Need to build on public safety
6. Need more interesting food options
7. Could convert a big box into a large food hall (Samuel Adams hall in Boston)







## Input on the Economic Development Strategy

### Parks Commission Listening Session 12/14/22

Questions to prompt discussion:

1. What are the strengths of Tukwila's economy?
2. What are the weaknesses of Tukwila's economy?
3. What are the challenges facing Tukwila's businesses?
4. What are the opportunities facing Tukwila's businesses?
5. What are your ideas to improve Tukwila's economy and tax revenue?
6. What are your ideas to improve the lives of Tukwila's residents who are working?
7. What types of businesses would you like to see *less* of in Tukwila?
8. What types of businesses would you like to see *more* of in Tukwila?
9. What are the needs of people working in Tukwila?

Comments from group:

1. Could portion of Starfire be used for large outdoor park since noise won't affect neighbors.
2. We need more grocery stores, like neighborhood markets, many people shop at Fred Meyer in Burien
3. More interconnectedness between parks and trails in the city. For example, Bend, OR has an Ales and Trails and promotes it.
4. Nice to see the new construction on Interurban such as Greenwood Heating. Nice to see those types of jobs that offer fair wages, brings good services for residents, and improves the appearance of the area.
5. Would like to see fewer casinos
6. We could build on having Tabor 100 since they're in Tukwila to attract businesses to locate and grow here.
7. Would like to have more independent, small businesses.
8. "I don't want to come across as a Luddite NIMBY or anything like that. My educational background is in Economics, and I want Tukwila to be a good, prosperous, diverse place to live for all kinds of people and their life goals. My CONCERN is that "more is not always better". I don't want construction and development and ever-increasing chase of more and more population, more and more economic activity FOR ITS OWN SAKE. Sure, "growth" is generally good...but growth also means everything is more costly. I want restrained, controlled, focused growth. Not just one of everything; I don't see how that makes the lives of our residents better."
9. We need to have an area of town that would function like a downtown and feel of a village where people can park once and walk to multiple activities. Southcenter doesn't feel pedestrian friendly. Could be multiple areas.
10. Want to keep the feel of a small town and personal connections as Tukwila grows.
11. Would like to have a driving range in the City.
12. Need to be able to adjust as the former Boeing Longacres area in Renton develops with all the proposed housing and office.





## Input on the Economic Development Strategy

### Planning Commission Listening Session 7/28/22

Questions to prompt discussion:

1. What are the strengths of Tukwila's economy?
  - a. Larger businesses, such as Prologis and Amazon bring a lot of people to Tukwila; diverse shops; several restaurants with a diversity of great food; parks and recreational areas; a wealth of present individuals whether they're from Tukwila or not; a captive audience close to the Tukwila businesses; and a lot of opportunities along International Blvd.
  - b. The number of different types of businesses; you can probably find what you are looking for in Tukwila; it's an entertainment center; lots to do.
  - c. The opportunity to draw in more large businesses with 250 or more employees; with the shift in hybrid work, if Tukwila is going to draw in large businesses it should be a campus environment where employers and employees can drive in to work and have walkability to trails and nearby businesses where they might enjoy going during their lunch; small businesses to service larger businesses is key. Noted: Tukwila does a good job now, but campus environments need to be closer to the businesses.
  - d. Tukwila is in a really good location, near 1- 5, 1- 405, airport, and the major city of Seattle.
2. What are the weaknesses of the Tukwila economy?
  - a. Styles of development (one story businesses, lack of mixed use).
  - b. It is lacking points of interest, such as something like Green Lake; walkability.
  - c. Not enough public relations on the livability for families in Tukwila; a need to spruce up the community and improve the parks and make them more family friendly; and make the world more aware of the community.
3. Are there things changing in the world that might be challenges for Tukwila in the future, are there things for Tukwila to start adapting to?
  - a. Find common ground between low income and high income such as safety, affordability, and access.
4. Are there things happening in the regional economy that Tukwila might want to be part of in the future?
  - a. Influx of electric vehicles, especially for transportation logistics at ProLogis.
5. What are some ideas to improve Tukwila's economy and support the businesses?
  - a. Offering more experiences through events and activities is important.
  - b. Improve Tukwila's negative reputation regarding the permitting process.
6. Is there a need to improve the work lives of Tukwila residents in the workforce?
  - a. Service businesses, such as grocery stores, dry cleaners, florists, and family restaurants. Gathering places/ businesses in the Southcenter area.
  - b. Survey residents on where they go in their off hours to figure out what services and activities people are going to outside their community and provide those services locally to strengthen the community.

- c. A neighborhood feel within walking distance in the community, good paying jobs, and affordable housing.
  
- 7. What type of businesses would you like to see more of in Tukwila?
  - a. Grocery stores, coffee shops; mixed use hotels or condos; businesses close to the greenbelt.
  
- 8. What type of businesses would you like to see less of in Tukwila?
  - a. Casinos.
  
- 9. Other comments
  - a. Need to improve impression of Tukwila to outside world
  - b. Marketing the livability to attract families
  - c. Promote and improve parks



## Input on the Economic Development Strategy

### Tukwila Library Advisory Board Listening Session 10/4/22

Questions to prompt discussion:

1. What are the strengths of Tukwila's economy?
2. What are the weaknesses of Tukwila's economy?
3. What are the challenges facing Tukwila's businesses?
4. What are the opportunities facing Tukwila's businesses?
5. What are your ideas to improve Tukwila's economy and tax revenue?
6. What are your ideas to improve the lives of Tukwila's residents who are working?
7. What types of businesses would you like to see *less* of in Tukwila?
8. What types of businesses would you like to see *more* of in Tukwila?

Comments from group:

1. Bring healthcare into southcenter district, around mall
2. The hub just south of the commons mall at federal way and highline college and federal way. Post secondary education. Adult education opportunities. Certificates, 2 year degrees,
3. Loves spice bridge, more, more co-working (like wework) for telecommuters, artist lofts and housing, community theater, art galleries
4. Grocery stores
5. Keep up redevelopment on TIB
6. Breakfast spot
7. Brew pubs
8. Food truck rallies
9. Georgetown trailer park businesses
10. More events like the Ru Paul Drag Race show that was at Westfield mall
11. Series of concerts like small stages like at University Village
12. Grandparents with grandkids
13. Family friendly
14. More events like Juneteenth
15. More events like Bark in the Park
16. Free or economical events
17. Conference rooms for rent (e.g. for lawyers taking depositions)





## Input on the Economic Development Strategy

### Black Student Union at Foster High School Listening Session 12/8/22

Questions to prompt discussion:

1. What are the strengths of Tukwila's economy?
2. What are the weaknesses of Tukwila's economy?
3. What are the challenges facing Tukwila's businesses?
4. What are the opportunities facing Tukwila's businesses?
5. What are your ideas to improve Tukwila's economy and tax revenue?
6. What are your ideas to improve the lives of Tukwila's residents who are working?
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8. What types of businesses would you like to see *more* of in Tukwila?

Comments from group (approximately 20 attendees):

1. Strengths
  - a. Light rail; buses
  - b. Culture – many different cultures
  - c. Tight knit community with generational connections
  - d. Like the school, feel safe, home away from home
  - e. Everyone is different and people are welcoming to everyone
  - f. Tukwila is chill
  - g. More programs and opportunities for everyone, for example library has program for new immigrants
  - h. Students seem more welcoming than in other schools to new students, less cliquy
2. Weaknesses
  - a. There is a lot of homeless people which shows there's need
  - b. Kind of boring
  - c. Some apartments small bad like drugs and alcohol
  - d. Bus stops have needles, trash, smell, broken glass, smell bad
  - e. Trash along Gilliam creek
  - f. Abandoned houses and buildings
  - g. Students have had to leave TSD because rents have gone up.
  - h. Need more resources for recent immigrants to connect with District to build trust
  - i. Old dilapidated, unsafe apartment buildings
  - j. Need math programs for students with very low English
  - k. One apartment building has a lot of false fire alarms at night
  - l. Apartments poorly maintained
3. Want to See
  - a. Less homeless on street, people having shelter and housing
  - b. Volunteer program to clean up litter
  - c. Skating rink
  - d. Junior ROTC
  - e. More activities beyond the mall, especially to engage youth,
  - f. Teen center near foster high
  - g. Via App won't show TCC and the app won't pull up getting to light rail
  - h. Ice skating
  - i. More activities to do around the school

- j. More funding to retain teachers, and hire more
- k. More funding for school supplies. For example, Renton has funding
- l. More grocery stores so it's easier for people to get to them
- m. More support for local businesses (e.g. Mall of Africa in SeaTac)
- n. Think about what would be moved or affected when building something new and how it affects the communities
- o. Selfie museum/selfie center (e.g for Instagram, tiktok) for free
- p. More safety at parks, more parks
- q. Activities for younger kids (is there little league football or other sports for kids)
- r. More restaurants
- s. More restaurants that are walkable to Foster and healthier food.
- t. Grocery store like Amazon fresh
- u. More diversity of food, healthier, and vegetarian or vegan





## Input on the Economic Development Strategy

### SeaTac Tukwila Community Coalition Community Leaders Listening Session 12/2/22

- This listening session took place on Friday, Dec. 2<sup>nd</sup> 6pm-7pm, over zoom, during STCC's community leadership cohort training.
- Facilitators:
  - Derek Speck, City of Tukwila
  - Jill Kong, Global to Local
  - AJ McClure, Global to Local
  - Nasra Mohamed, Somali Health Board
  - Rose Atumba, Congolese Integration Network
  - Floribert Mubalama, Congolese Integration Network
  - Francoise Milinganyo, Congolese Integration Network
  - Dorcas Chishungu, Congolese Integration Network
- Attendees:
  - Najma Abdi, SHB Cohort
  - Iman Omar, SHB Cohort
  - Abdimaalik Mohamed, SHB Cohort
  - Lona Medhane, SHB Cohort
  - Kenneth Luundo, CIN Cohort
  - Serge Kalala, CIN Cohort
  - Zalema Kuedituka, CIN Cohort
  - Nida Ntita, CIN Cohort
  - Aristid Kanangila, CIN Cohort
- Questions to prompt discussion:
  - How could we improve Tukwila's economy to better support our businesses, workers, and residents?
  - What types of businesses would you like to see more of in Tukwila?
  - What types of jobs would you like to see more of in Tukwila? What are the barriers to those jobs?
- Comments from group:
  1. More fresh and cultural foods
  2. More Congolese restaurants; food diversity builds connections

3. Training like internships, apprenticeships, certifications, especially for people who already have skills and education but are not allowed to work while their US documentation is being process.
4. How to create a sustainable funding mechanism to avoid displacement of small businesses.
5. Tukwila has a USCIS office, which is a strength.
6. Need more affordable housing; it's becoming less affordable for refugees and immigrants. Need more 3 and 4 bedroom units.
7. Community center more accessible to people without cars and refugees and immigrants along TIB.
8. Build a new college in Tukwila.
9. Build a new hospital in Tukwila.
10. Launch or bring a cultural festival to Tukwila to celebrate the diversity of Tukwila.
11. Help small businesses and entrepreneurs locate in Tukwila.
12. Help people learn how to become developers to develop the types of space they want.
13. Provide program to help small, under-served businesses learn how to market to government.
14. Less fast food
15. Less liquor and tobacco
16. Well detailed ESL course, apprenticeship programs, or even courses designed to help people learn more about the process of running a business such as the paperwork involved would be great.
17. Funding for community organizations to have strong leadership.



## Input on the Economic Development Strategy

### SeaTac Tukwila Community Coalition MEMBERS Listening Session 12/1/22

- This listening session took place on Thursday, Dec. 1<sup>st</sup> 10am-11am, over zoom.
- Attendees:
  - Jill Kong, Global to Local
  - AJ McClure, Global to Local
  - Rose Atumba, Congolese Integration Network
  - Nasra Mohamed, Somali Health Board
  - Mohamed Shidane, Somali Health Board
  - Ngam Nguyen, Partner in Employment
- Questions to prompt discussion:
  - What types of businesses would you like to see *less* of in Tukwila?
  - What types of businesses would you like to see *more* of in Tukwila?
  - What are the needs of people working in Tukwila?
- Comments from group:
  1. Add survey in French
  2. More cultural and healthy restaurants
  3. Less fast food
  4. Help small businesses stay in the city
  5. How to welcome higher paying jobs without displacing people
  6. More community clinics with providers from cultures in Tukwila
  7. More programs for middle school, high school, and recent high school graduates for safe, healthy activities, employment training, apprenticeship opportunities, especially for those who are in the black refugee community.
  8. Highlight Ukrainian language
  9. Support for community members to lead healthier lives such as parks, teen and senior center, positive experiences for people.
  10. Make Tukwila Pond Park an attractive amenity for residents, businesses and visitors.
  11. Affordable commercial space for all types of small businesses, especially BIPOC businesses.
  12. Easier to navigate pathway for small businesses to open in Tukwila, using an equity lens, such as workshops or how-to guides on permitting.
  13. There are many refugees with business experience and skills and who would like to start small businesses but can not afford to rent commercial space.
  14. Hall space to rent for cultural events
  15. Retail space with multiple small units, such as the Medina Mall at Tukwila Village.
  16. Ensure the economic development strategy takes into account equity for underserved communities and avoids displacement of residents and small businesses.
  17. Ensure that revenue growth goals do not result in displacement of residents and businesses.
  18. Consider including an equity section or chapter in the City's Economic Development Strategic Plan and/or the Comprehensive Plan.





## Input on the Economic Development Strategy

### Rotary Club Listening Session 11/10/22

Questions to prompt discussion:

1. What are the strengths of Tukwila's economy?
2. What are the weaknesses of Tukwila's economy?
3. What are the challenges facing Tukwila's businesses?
4. What are the opportunities facing Tukwila's businesses?
5. What are your ideas to improve Tukwila's economy and tax revenue?
6. What are your ideas to improve the lives of Tukwila's residents who are working?
7. What types of businesses would you like to see *less* of in Tukwila?
8. What types of businesses would you like to see *more* of in Tukwila?

Comments from group:

1. Tukwila South – “sleeping giant”
2. Ensure plenty of parks, including small parks
3. Protecting natural areas like along the river
4. More local coffee shops
5. More brew pubs
6. Is there a community gathering place? Neighborhoods should have local gathering places for the neighborhood
7. Community center for kids in the TIB area, including meeting spaces, activity spaces
8. Youth center
9. Health care
10. More urgent care, especially on TIB
11. Need more affordable housing, including workforce housing
12. A full-service grocery store



2022

# REPORT ON SMALL BUSINESS SUPPORT & WORKFORCE DEVELOPMENT PROGRAMS



Report by:  
Daniel Horst  
Farmers Market & Food Access  
Manager

For:  
City of Tukwila Office of  
Economic Development

African Community Housing & Development (ACHD) is a community-founded and –led organization that builds prosperity for the African Diaspora immigrant and refugee community in King County. ACHD operates via three core pillars: housing/social services, education, and economic development.

Our Mission: To provide opportunities for African Diaspora immigrant and refugee communities, families, and individuals in South King County to attain health and housing stability, economic development, high-quality education, and referrals to legal services.

Our Vision: An informed African immigrant and refugee community that is engaged in the holistic development of their families, communities, and environment.

ACHD launched our Small Business Support work in 2020, assisting small business owners with PPP applications and other forms of economic COVID relief. In 2021, ACHD conducted a Small Business Needs Assessment, and launched our Delridge Farmers Market as an economic development program in Southwest Seattle. Since then, our Small Business Support work has grown rapidly, continually expanding to meet community demand.

The African Diaspora immigrant and refugee community places a high value on entrepreneurship. In 2017, almost nine percent of all immigrants in Seattle were entrepreneurs (about 54,318 people), making them about 36.8% more likely to be entrepreneurs than U.S.-born citizens.<sup>1</sup>

In addition, ACHD runs a successful workforce development program, launched in 2021, with the goal of connecting community members with high-wage, rewarding careers. Much of the community is under-employed with low-wage jobs that do not support the whole family's needs; others generate income using the gig economy and face similar issues.

<sup>1</sup> "Immigrants and the economy in: Seattle Metro Area," New American Economy, <https://www.newamericaneconomy.org/city/seattle/>



## ACHD Small Business Technical Assistance Program

ACHD's Small Business Support Program is two-fold. ACHD's Farmers Market and Food Access Manager Daniel has a background in small scale farming, sales, and hospitality management. He focuses on supporting BIPOC-owned food and farming businesses across King County. Primary activities include webinars hosted in collaboration with local farming incubator groups and other market organizations including Viva Farms, New Roots IRC, and Rain or Shine Market, focused on topics such as direct sales and marketing strategies, web presence and digital marketing, tax planning, and more. Daniel performs frequent outreach on open grants, non-traditional loans, and business support programs to ensure the small business community is informed of available funding and resources.

Businesses frequently request one-on-one coaching and support on specific needs like permitting, grant writing support, and branding.

Abokor, ACHD's Small Business Support Manager, focuses on serving the East African community, a tight-knit group with which he has strong connections and relationships. Word of mouth travels fast in this community, so many of his clients find out about services through friends and colleagues and come to our offices in person for support. Abokor's professional background is in transportation and logistics, previously working as an owner-operator long haul trucker. He speaks Somali and is able to provide robust support and interpretation services to his clients from a range of industries. As Abokor began leading the program in September when the Working Washington Round 5 grant was released, his primary activities thus far have been in supporting clients with this grant application and navigating the complex federal system that now requires UEI numbers for grant recipients. He has also provided support on other public and private sector grant programs including the DCYF Early Childhood Equity grant, Comcast RISE, and Heinz Restaurant grants, focused on providing flexible funds for economic support and COVID recovery dollars to BIPOC-owned businesses.

African Community Housing & Development is a member of the Washington State Department of Commerce Small Business Resiliency Network (SBRN).

This program offers a network of technical assistance providers available free of charge to small businesses across the state. In particular, the network is focused on providing culturally and linguistically relevant services, and the SBRN represents the diverse array of global communities that live in our state. Members of the network meet regularly to share strategies, resources, key learnings and collaborative opportunities to ensure clients across the board are holistically supported. Many organizations in the SBRN work together on projects and offer complimentary resources to one another to magnify and maximize impact.

### *Demographics*

Since taking on the Small Business Technical Assistance program in September, Abokor has assisted 14 clients in Tukwila and SeaTac across several industries. 50 percent of these clients operate a sole proprietorship business, 29 percent operate an LLC, 14 percent an S-Corp, and 7 percent a C-Corp. The main industries represented by these clients include transportation (i.e. trucking, taxi, and rideshare services), childcare, and import/exports. Abokor has also worked with clients in the mixed retail and hospitality/restaurant industries. All of the clients served by Abokor are immigrants and refugees from East Africa. 85 percent of these clients speak Somali as their primary language, and 15 percent split between Amharic and English. About 86 percent of these businesses would all fall into the startup or growth stage and about 14 percent would be considered in decline. Businesses served by Abokor are about 65 percent male-owned and 35 percent female-owned.

Aden, ACHD's Chief Housing Specialist, has also worked closely with 43 entrepreneurs from the Mall of Africa in SeaTac. The businesses at the mall are approximately 70 percent Somali- and 30 percent Ethiopian-owned. Approximately 70 percent of these businesses are women-owned and nearly all are sole proprietorships or single member LLCs. The mall is a recent development project and has been open for about 18 months. Almost every business owner at the mall is struggling to pay rent, many owing 3-6 months of back rent. This issue coupled with a lack of funds for and knowledge of advertising and marketing campaigns has left many of these businesses with few

customers and low sales. They are also struggling to find and keep employees as most business owners cannot afford to pay more than minimum wage. Business owners also state a need for web development and hosting services, as even for those who have the capacity to design and create a website, most cannot afford hosting fees. Unfortunately, our rental assistance program has not extended to commercial leases, and we do not have funds available for cash assistance, so these entrepreneurs have not been able to receive much financial support. Aden and ACHD's executive director Hamdi have been working closely with local legislators from the county and state level to advocate on behalf of these businesses, meeting with lawmakers to strategize modes of support and potential options to grant funds to these businesses to improve their economic resilience.

Daniel has performed outreach on open grants and loan programs to about 15 restaurant and food-based businesses in the Tukwila and SeaTac area. Many of the food-based businesses Daniel works with are in Seattle, especially central and south Seattle. The farmers Daniel serves are most often located in more rural areas and Agricultural Production Districts like those in the Kent and Sammamish valleys. The main clients who have received direct services and support in the Tukwila/SeaTac area have been 9 chefs who own small catering and market-based prepared food businesses, some of whom we also work with through our Delridge Farmers Market program. 100 percent of these chefs are women of color from countries across the globe including Senegal, Gambia, Congo, Cambodia, Vietnam, and Mexico. All of these clients are recent immigrants and refugees, about 90% of whom have been in business for less than 3 years. There is a diverse array of primary languages spoken by these clients including Swahili, Lingala, French, Khmer, and Spanish. Only about 11 percent speak English as their primary language. These talented chefs provide a wide array of culturally relevant food for their communities and are often most in need of support to navigate the bureaucracy of food business permitting (30 percent), grant writing support (25 percent), web development and digital marketing (25 percent), and branding (20 percent). Nearly all these chefs are also seeking more sales and market opportunities, so there is a strong element of value chain coordination in this work with regular outreach and matchmaking to

other market organizations, events, and catering opportunities. Because of Daniel's background in restaurants and hospitality, he understands the importance of positive, consistent guest experiences, working closely with chefs to identify ways of improving their customer engagement, presenting their cuisine and services in a manner that resonates with the average consumer.

In an effort to reduce barriers to our services, we gather a minimum of demographic information from clients to ensure we can still capture valuable insights while respecting the privacy and dignity of our clients. ACHD staff are seen as trusted messengers to our diverse community of African Diaspora individuals. Because of historic and continued inequities and discrimination experienced by these community members, there is often a well-founded, deep-seated mistrust of government programs, traditional funders, and all the forms and data gathering that comes along with these programs. Because of this, many of the insights and key learnings from our programs come in the form of conversation and anecdotes from clients, most often captured as case notes that will be expanded upon in the Client Needs section.

### *Client Needs*

From the one-on-one client meetings, coaching sessions, and relationship building efforts undertaken by Abokor and Daniel, a variety of client needs have emerged from our small business community, with a few key trends. Most often, clients are seeking access to flexible funds that can be used for any number of business activities. Especially given the COVID situation, many clients are seeking funds to pay back rent, utilities, and other fixed expenses as their businesses experienced reduced revenues due to COVID. This is a unique challenge as a large proportion of our clients are of the Muslim faith, and therefore are unable to accept loans with interest. ACHD has been in conversation with several local credit unions and CDFIs to explore the potential for a cash assistance or revolving loan fund program that would allow entrepreneurs access to small and microloans with no interest. Oftentimes, clients do not know where to look for these financial resources and access to capital, and so there is a mandatory element of outreach and education when informing

clients of capital opportunities.

As many of our clients have recently immigrated to the US, often with limited English language skills, navigating the business licensing, permitting, and finance landscape is a main challenge. Many websites like the Department of Commerce and city government pages are only available in English (and sometimes Spanish). Financial literacy is a recurring need we have seen from a variety of business owners across many industries, especially courses and instruction that can be offered in the native language of clients – Somali, Amharic, Kiswahili, and Arabic to name a few. Often clients do not have the financial records, credit score, etc. required to be prepared for loan and grant applications. Abokor’s work on this program has been essential in getting access to grant funds for non- or limited-English speaking clients. While applications and forms are often available in languages other than English, typically funders require narrative responses to be recorded in English regardless, representing a barrier to many of our clients.

Small business clients often have overlapping needs as well, such as seeking home rental assistance, food assistance, legal support, and other aid offered through ACHD programs. ACHD has had the opportunity to provide financial assistance to thousands of clients through our eviction prevention and rental assistance programs; unfortunately, these funds have mostly dried up as COVID recovery dollars dwindle, and often legacy clients are under the impression that we have cash reserves to offer to anyone in need. Often clients would not apply for any sort of government benefits, grants, etc. without our introduction and guidance, due to the deep mistrust of bureaucratic entities and programs. All of this speaks to a continued need for funds to be allocated to trusted messengers and organizations like ACHD who are embedded in and represent the communities served.

## ACHD Workforce Development Program

### *Background*

Through our Workforce Development program, African Community Housing & Development has partnered with the Port of Seattle to provide culturally and linguistically relevant coaching and education to African Diaspora immigrants and refugees who are seeking to begin lifelong careers in Port-related industries. These industries include aviation, maritime, construction trades, and green energy.

ACHD's multi-faceted Workforce Development program provides employment opportunities, paid training opportunities, mock interview training, resume building sessions, job application assistance and more. To ensure our clients are paid a livable wage and compensated fairly for their work, ACHD will not pursue employment opportunities for clients offering less than \$20 an hour. Since starting in the role at the beginning of September, Amal, ACHD's Workforce Development Case Manager has successfully placed 11 clients in full-time roles with the Port of Seattle, and offered support, training, application assistance, and more to an additional 65 clients.

### *Demographics*

Of 76 clients served over the past 3 months, 13 are residents of Tukwila and 7 are SeaTac residents. Approximately 75 percent of the clients served through our Workforce Development program are new to America, having lived less than 3 years in country. These clients represent a variety of cultures across North and East Africa, and the Middle East. All clients served in this program have the ability to obtain legal employment. Most commonly, clients' job history includes entry level jobs in childcare, retail and customer service, as well as skilled labor jobs in janitorial, transportation, and warehousing industries. The vast majority of clients in the program are seeking full-time employment and are open to work opportunities in a variety of sectors.

Of all the clients served across Tukwila and SeaTac (20), 45% speak English as a primary language, 30% Somali, 15% Dari, and 5% Amharic. 15% of these clients identify as homeless. The most common level of

education completed by clients was a high school degree (45%), followed by some college (25%), vocational or technical school (10%), no high school (10%). One client from the area had obtained a bachelor's degree, and one a master's degree. 60% of the clients are male and 40% female. The average age of clients seeking job placement and related services is 32, and overall age range is 18 to 56 years old.

### *Client Needs*

Through conversations and relationship building efforts, our Workforce Development Manager Amal has had a chance to learn about the recurring needs of her clients. Amal states the most frequent needs she hears from clients are:

- access to more housing programs including rental assistance and lower cost or subsidized options for permanent housing
- paid training and certification programs meant to eventually obtain employment
- free English language learning classes
- assistance with transportation (bus passes, stipends, etc.)

Lastly, some clients in our Workforce Development program have sought out legal assistance from our staff to expunge criminal records that will increase their eligibility for a variety of positions.

## Conclusion and Discussion

Through both our Small Business and Workforce Development programs, we have identified several key trends in the community ACHD serves that may be used to inform future programs designed to increase economic prosperity for residents of the City of Tukwila. First and foremost, projects designed to uplift underserved communities like the African Diaspora immigrants and refugees served at ACHD should be embedded in and administered by the communities served. Our staff speaks 10+ languages, expertly navigating and leveraging their existing networks effectively disseminate information, resources, and opportunities to the community. The cultural and linguistic capacity of our staff allows ACHD to be seen as trusted messengers in the African Diaspora community, forming strong, lasting bonds with clients served.

Cities with mixed population demographics like the Tukwila and SeaTac area must acknowledge and seek to repair the deep-seated, well-informed mistrust of bureaucracy and government programs in communities of color. By partnering with organizations embedded in the communities served, municipalities can foster conditions that will begin repairing these damaged relationships while simultaneously addressing historic and continued inequities in economic, housing, food and other assistance programs affecting those communities most. At a minimum, this could look like making resources and programs available in as many languages as possible, hiring culturally competent staff, and/or contracting with organizations to provide interpretation and translation services whenever possible, to ensure equitable opportunities exist across cultures and communities.

Furthermore, the largest recurring need for flexible funding that we hear from clients have shown us that any loan programs or other methods of granting funds should be administered with an interest-free option that will comply with the needs of the Muslim community. There are many options to explore in this regard including partnerships with services like KIVA and models created by local CDFIs such as Craft3. Additionally, while COVID recovery dollars have waned, we know through direct experience with clients, confirmed by



reports like University of Washington's WAFOOD surveys, that food insecurity rates are still higher in communities of color than they were pre-COVID, pointing to a continued need for culturally relevant food assistance funds, particularly those that allow for convenient, dignified shopping experiences as opposed to the traditional food bank or commodity box experience.



## Business Comments

Survey Conducted Door-to-Door by the Seattle Southside Chamber of Commerce Ambassadors  
October and December 2022

<u>Business Name</u>	<u>Neighborhood</u>	<u>Question: What Keeps You Up At Night?</u>
1 60CFTEC	Southcenter	Crime, Homelessness, drug use
2 AMERICAN Transport	Southcenter	homeless occupancy, arsen, Windows broken, break ins
3 Appliances 4 Less	Southcenter	NP
4 Armadillo Painting	Southcenter	"Things have been good"
5 BBJ LA Tavola	Southcenter	Security, clean up the city
6 Bed Bath and Beyond	Southcenter	misplaced shopping carts/stolen, hired a private security guard, has helped with night theft since business is slow at this time
7 Beverage Specialists Inc	Southcenter	
8 Bobalust	Southcenter	Theft
9 Bowlero	Southcenter	Property Crime, Car theft, break ins (major issue)Business is great but customers are dissatisfied departing to see their vehicle has been damaged or stolen
10 Brookstone landscaping	Southcenter	
11 College Hunks	Southcenter	
12 Contrivance	Southcenter	Security for breakins, Getting people in
13 CORE food service	Southcenter	homeless occupancy
14 Cuiline	Southcenter	
15 Dimension XR	Southcenter	NP
16 ECO Shield Pest Solutions	Southcenter	NA
17 Entrance Controls Locking systems	Southcenter	
18 Fastest Labs of Renton/Tukwila	Southcenter	employment and community awareness on drug/alc abuse in the workplace/ premises
19 FRANK	Southcenter	NA
20 Goy Supplements	Southcenter	Safety of meployees and customers, homelessness and drug use, car theft, buses
21 Guitar Center	Southcenter	High theft, business is good though and very busy
22 IFIY Seattle	Southcenter	Parking safety
23 Incentives By Design	Southcenter	NP
24 JAGS Auto Detail	Southcenter	
25 JS Dental clinic	Southcenter	Homelessness (experienced threats)
26 LA Fitness	Southcenter	Car theft, theft inside business
27 Mallory Paint	Southcenter	Break ins

28 Miss Saigon Nail Bar	Southcenter	NP
29 MM Distribution	Southcenter	NA
30 MOR Beauty	Southcenter	homelessness, lots of drugs, shopping carts, clothes, and garbage
31 Noble Eyes and Vision Center	Southcenter	Parking lot space, crime, safety, homelessness
32 ONG Innpvations	Southcenter	NP
33 Oppegaard Meadesy	Southcenter	business is good
34 Pogo Linux	Southcenter	NA
35 Progression Physical Therapy	Southcenter	Homelessness, A lot of drugs, shopping carts placed haphazardly
36 Proshred Seattle	Southcenter	Crime, Lack of property owner and property manager accountability
37 Qudobe	Southcenter	Translent crime, vandalism, arsin
38 REI	Southcenter	minor public saftey issues, have a private onsite security guard
39 Samson Realty	Southcenter	NP
40 SDI	Southcenter	Break ins, need for a security presence
41 Sea Air Freight Express INC	Southcenter	Crime, Theft w company cor
42 Soslei Omiya	Southcenter	Staff Shortage, turn over, most people live in Tukwilla
43 Sound Masters Inc.	Southcenter	trees too low when trucks are in passing, landscaping
44 Strange clouds Premium vapes	Southcenter	NP
45 Tekline Roofing	Southcenter	Crime, Homelessness, window breaking
46 Trend Target	Southcenter	No issues
47 UPS	Southcenter	Window/vandalism, theft, neighbors, homelessness on the transit
48 Urban Family Center Assoc.	Southcenter	youth safety
49 Vent Tee	Southcenter	Security, unable to leave vans, catalytic converters stolen
50 Worksite Labs	Southcenter	Lots of break ins, security
51 Appliance Distributors	TIB	Public Safety, homelessness, B/O tax budget no being business owner friendly cost wise
52 Axis Chiropractic	TIB	Homelessness, urinating, broken windows, unsafe feeling, B/O tax
53 Bartell Drugs	TIB	Everyday theft esp. cosmetics,r reports theft to police daily
54 Chevron	TIB	Homelessness, Crime, Theft
55 Community Corner Café	TIB	buisness is doing well, homelessness is a minor concern
56 Dubai Cafetria & Espresso	TIB	great
57 Juba Restaurant and café	TIB	Lanuage barrier
58 Keybank	TIB	Security saftey , mental health resources, parking violation
59 KFC	TIB	inappropriate bathroom use, homelessness, homeless using the bathroom
60 Lavendar Laundromat	TIB	Car theft, trespassers, public safety, but business is good

61 Medina Mall	TIB	Language barrier, business is a bit slow
62 Pacific Liquor Store	TIB	needs a new lease, only given 2 months to find a new place of business
63 Pupuseria Cabanas	TIB	Homelessness, Safety at night
64 Taco Time	TIB	Homeless, "riff raff", business is good



## Tukwila Spanish-Speaking Business Survey Outreach Report

Prepared by: Growing Contigo LLC

**Outreach Summary:** Growing Contigo staff conducted direct in-person outreach to 4 businesses identified as Spanish speaking operating in the City of Tukwila.

- Each identified business received an introductory phone call inviting them to participate in the City’s economic development strategy survey. Our staff identified the main point of contact and the best time to swing by for a drop-in visit.
- Each identified business received an introductory visit dropping off a paper survey, flier with invitation to fill out the survey directly online, and a secondary visit to either help them complete the survey or answer any questions they may have. Only 1 business invited our team to assist them in filling out the survey.
- Neighboring businesses also received a visit from our team with a flier dropoff inviting them to participate in the online survey. In total, 15 businesses were visited and received a flier with a link to an online survey.

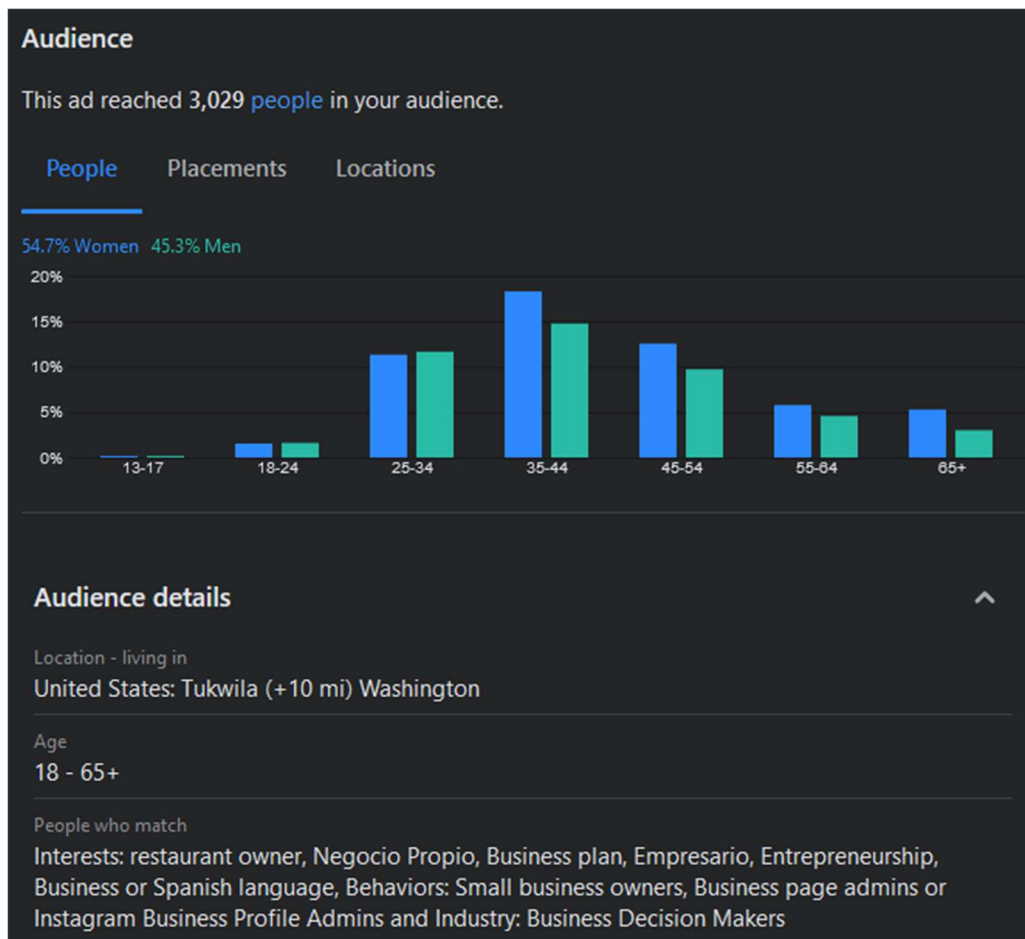
**Business Visits:** Below is the tracking data on our business visits and follow-ups.

Name of Business	Address	Phone	Primary Contact	Initial Visit Date	Follow-up Date	Notes
El Pollo Real	12449 E Marginal Way S	206-565-4271	Rosario Castro	11/22/22	11/23/22	Survey Completed
Birrieria Monarca	14201 Interurban Ave S #4615	206-420-7496	Pedro Ruiz	11/22/22	11/23/22	Dropped off survey
La Esquina Cafe	12930 E Marginal Way S	206-402-3759	Erica Rodriguez	11/22/22	11/23/22	Dropped off survey
Taqueria Jalisco	14000 Tukwila International Blvd	206-771-9497	Cesar Mata Gomez	11/22/22	11/23/22	Dropped off survey
Julius Rosso Nursery	12525 E Marginal Way S			11/22/22		Dropped off flier
Impress Ink	4010 S 130th St			11/22/22		Dropped off flier
LaShaun Daye Hair	4010 S 130th St			11/22/22		Dropped off flier
Honeyz Events	12910 E Marginal Way S #3140			11/22/22		Dropped off flier
Top Line Market	12910 E Marginal Way S - Suite B			11/22/22		Dropped off flier
Sunny's Auto Repair & Tires	14004 Tukwila International Blvd			11/22/22		Dropped off flier

Sahara Cafe	13919 Tukwila International Blvd			11/22/22		Dropped off flier
Town Grocery	13923 Tukwila International Blvd			11/22/22		Dropped off flier
Jubba Cuts	13921 Tukwila International Blvd			11/22/22		Dropped off flier
Royal Choice Laundry	4012 S 140th St			11/22/22		Dropped off flier
Aaran Restaurant	13820 Tukwila International Blvd			11/22/22		Dropped off flier

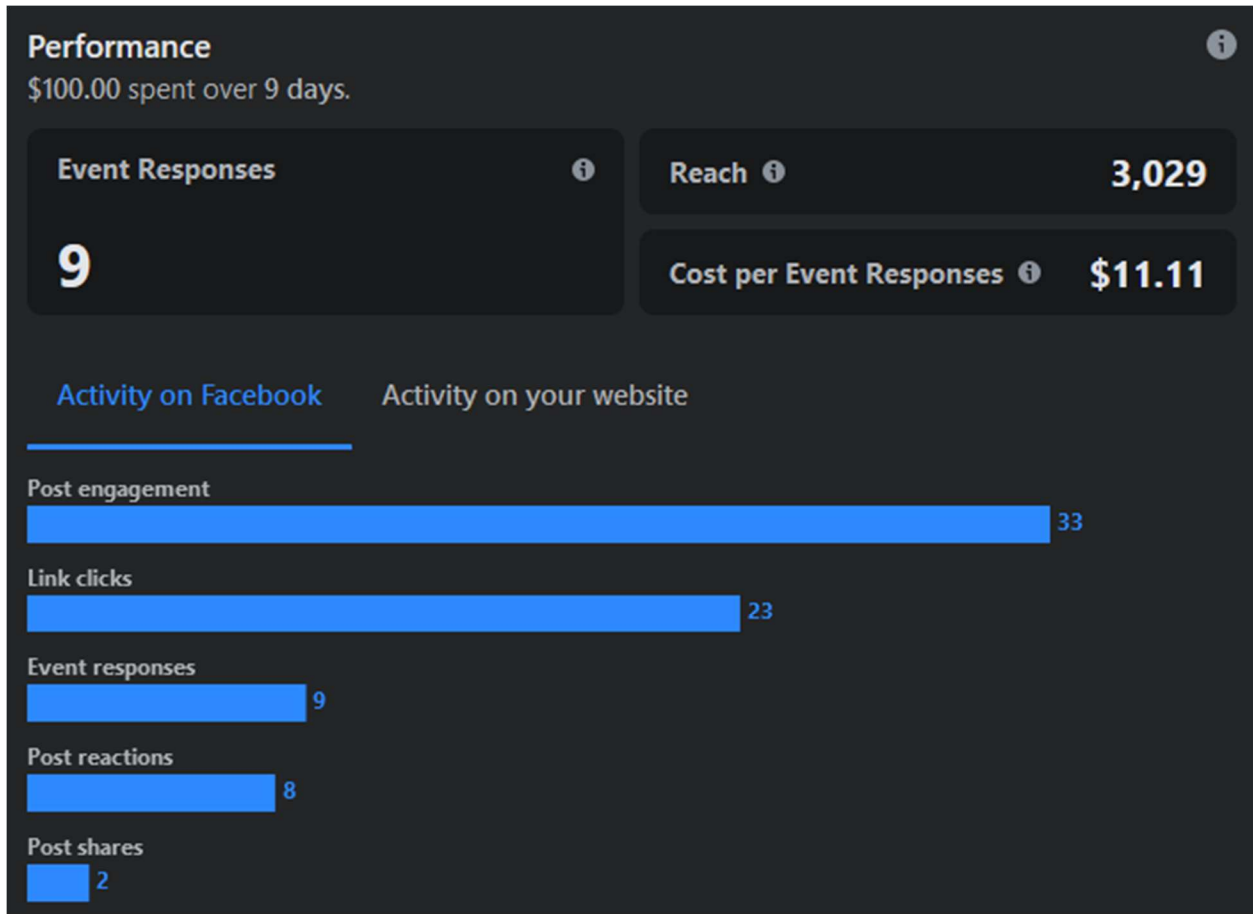
Social Media Promotion: A social media campaign was conducted via Facebook between the dates of 11/22/22 and 11/30/22. A [Facebook Event](#) was created with information and a direct link to the online survey. We utilized the “Event Ticket” link option to directly link to the survey link. The event page was shared via our social media networks, and re-shared by community partners such as the [Dominican Association of Washington State](#).

Below is a summary of the methods utilized to target Spanish speaking businesses in Tukwila. The ad was successful in reaching 3,029 people with the following audience details:





We spent \$100 in ad buys using Facebook's targeted audience feature. The ad resulted in an overall post engagement of 33 actions, including **23 direct survey link clicks**. Below is a summary of the activity received for this ad buy.



Lessons Learned:

- Businesses were hesitant at first to engage with our team, however after a brief conversation one business (El Pollo Real) asked us to fill out the paper survey for them. We thanked everyone for their time and informed them that we would be stopping by the neighborhood again in the near future.
- Repeat visits are the most impactful way of establishing trust and having a successful engagement with small businesses. Our limited time on this project resulted in low in-person results, but with good data for future engagement activities.
- The online social media campaign was successful in reaching our intended audience. The results of the overall post engagement and post re-shares demonstrate an interest in more information being provided.





## **Riverton Park United Methodist Church**

3118 South 140<sup>th</sup>  
Tukwila, Washington 98168  
206-246-1436  
Rev. Jan Bolerjack

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January 7, 2023

To: Derek Speck, Economic Development, City of Tukwila

Re: Report on Contract to engage unhoused residents with survey

During the month of December, I engaged 13 unhoused persons to complete the Economic Development survey via the online portal. Each participant was awarded with a \$20 Dollar Tree gift card upon completion of the survey.

As they used the portal I have no way of knowing how they answered or what feedback they may have given. My hope is that it is helpful in broadening the perspectives represented in the results.

The one common piece of feedback I overheard, though, was the need for more services for unhoused persons on TIB.

Thank you for including this important Tukwila community.

Receipt for the gift cards is below.

Jan

Rev. Jan Bolerjack  
206-612-8648





# Talitha Consults

*Interdisciplinary • Multilingual • People-centered*

Dear Derek:

We are grateful to engage with the residents of Tukwila on behalf of the City's Economic Development team. Talitha Consults (Talitha) organized three outreach activities within the last four weeks. Two engagements with 50 residents in two apartment complexes in Tukwila. With the support of Eduardo Torres, special Ed teacher at Foster High School, ten special needs students also completed a simplified survey. In total, we were able to engage with 60 participants creatively and inclusively. The survey was conducted in 7 languages! In partnership with the City, Talitha also reinvested in Tukwila by offering a \$20 stipend to each participant and offering snacks and juice boxes for the children.

We are pleased that many participants engaged fully and shared their thoughts on Tukwila's Economic Development Strategic Plan. This report centers the voices and visions of the targeted community within the City of Tukwila - **OUR COMMUNITY**.

Wishing you all continued success,

***Charis, Ehler & Eugene***

[www.talithaconsults.com](http://www.talithaconsults.com)

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# ▶ **PROJECT OVERVIEW**

Participants' Experiences

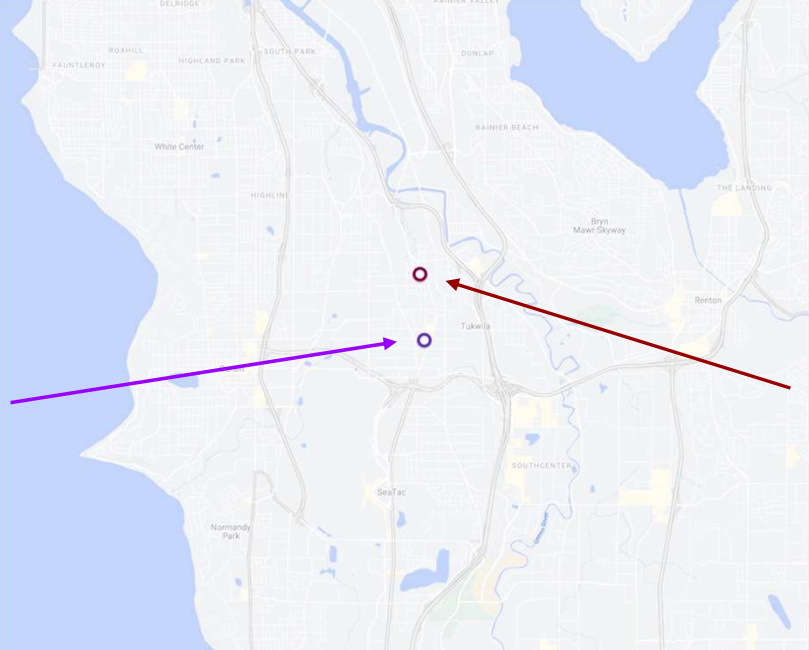
Consultant's Overall Observation & Recommendation

Participants' Profile

What We Learned From Foster High School Students

# Project Overview

- **Outreach and engagement with resident-renters:** Two engagement events at Ridge Spring & Ridge Cliff apartments in Tukwila; engaged with a total of 50 residents in Tukwila. Distributed surveys in seven languages at both on-site engagements.
- **Outreach to Foster high school special needs students:** 10 student participants.



## LET'S SPEAK UP!


Your Voice Matters

★ First 25 people get \$20 cash!

**WHAT**  
Help shape Tukwila's next economic development strategy by telling us what you think and want.

**WHERE**  
Near the manager's office at Ridge Spring Apartments.

**WHEN**  
Thursday, December 1st  
2:30 - 4:30 PM



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Tukwila  
2022 Economic Development Strategy

## LET'S SPEAK UP!


Your Voice Matters

★ First 25 people get \$20 cash!  
Snacks, drinks, & prizes will be provided for kids

**WHAT**  
Help shape Tukwila's next economic development strategy by telling us what you think and want.

**WHERE**  
Open space near the rent drop-off.  
(Ridge Cliff Apartments)

**WHEN**  
Saturday, December 17th  
12:30 - 2:30 PM



Talitha Consults  
Interdisciplinary • Multilingual • People-oriented

Tukwila  
2022 Economic Development Strategy

[www.talithaconsults.com](http://www.talithaconsults.com)



Project Overview



# **PARTICIPANTS' EXPERIENCES**

Consultant's Overall Observation & Recommendation

Participants' Profile

What We Learned From Foster High School Students

## Question 1: How could we improve Tukwila to better support our businesses or workers or residents?

Core themes are repeated comments from survey participants. They are not listed in the order of importance.

- Provide better maintenance and curb appeal for the existing neighborhood parks, bus stops and parking lots
- Increase public safety and crime prevention. Many residents at in both apartment complexes are victims of repeated car vandalism
- More jobs that pay livable wage - trade jobs, health care, education, construction jobs
- More accessible / low barrier jobs - factory, manufacturing warehouse, bus driving and jobs for teens
- Many residents are artisans - carpet weavers, tailors ‘Can the City help promote their skills?’
- More street lights and patrol
- More support to existing small and Latino-owned businesses
- Residents are supporters of local small business so when residents thrive they are better supporters of the local economy
- Affordable rent
- Affordable home ownership
- More health care facilities - most survey takers go to Burien, Tacoma and Seattle for medical appointments
- Better transit options
- More indoor sports in Tukwila - gyms and wellness facilities; the community center is not close and convenient to get to for transit dependent residents

*“I think there should be more advertisement to support our businesses and workers  
More help for the Latino community”*

[www.tbhinc.com](http://www.tbhinc.com)

## Question 2: What types of businesses would you like to see more of in Tukwila?

Core themes are repeated comments from survey participants. They are not listed in the order of importance.

- Health care facilities that will generate jobs and provide health care
- Food markets that sell Asian foods and hire local residents
- Small businesses owned and operated by residents with immigrant and refugee backgrounds such as Latino-owned businesses
- Business center for artisans such as tailoring, carpentry, beauty salons and spaces for artisan to practice their skills like weaving carpet rugs
- More libraries
- English language centers
- More construction companies that will generate trade jobs that pay livable wages
- Affordable clothing stores
- Affordable organic products and vegetarian food

### Question 3: What are the strengths of Tukwila's business economy?

Core themes are repeated comments from survey participants. They are not listed in the order of importance.

- The K-12 school system. Culture and language specific interpreters are most helpful.
- Gastronomy is a strength in Tukwila's economy
- Closer to Seattle and shopping malls
- Trade (export & import)
- Bus-stops are close by
- Discounted heating and internet for income eligible residents & businesses
- Entertainment areas for children and teenagers
- Residents

*“Everyone helping each other when there is hard times”*

*“The strength of Tukwila's business economy are the shopping malls and trades that facilitate the residents.”*

## What specific opportunities should the City pursue?

Core themes are repeated comments from survey participants. They are not listed in the order of importance.

- More medical facilities that will generate higher wage jobs and provide medical services
- Job opportunities for teens
- Job readiness classes and English language centers
- More businesses that generate low barrier jobs in addition to retail and food services
- More school buses
- More small businesses and street-level/neighborhood businesses as opposed to giant shopping malls
- Grocery stores that serve Asian food
- Training and cultural centers and more public parks/ open spaces near the apartments
- Cafes and restaurants because these small businesses generate jobs for the locals
- More street lights
- More Spanish speakers to help Latino communities navigate social and economic systems
- More targeted support for culturally specific groups. For example, job fairs for targeted communities.
- Affordable child care

*“If the easy recruitment process takes place for the new Afghan refugees, it will be better for us and also to support the Tukwila’s business. Making the hiring process simple and easy for the newly arrived Afghan refugees will be great.”*

[www.talithaconsults.com](http://www.talithaconsults.com)

## Question 4: What kind of jobs would you like to see more of in Tukwila?

### Core Themes:

- More low barrier jobs like manufacturing, factory, warehouse and construction jobs
- Vocational, recreational, health, medical and wellness jobs
- More international cuisines (Mexican, Italian, etc...)
- Trade jobs- construction, carpentry, electrician
- Jobs for artisans - tailoring, carpet weaving, dress making and beauty salons
- Diverse jobs for family businesses
- Jobs for teens

*“I can be a good doctor in the future, medical jobs are good to see more”*

*“We want to see fewer gas stations”*

*“We would like to see more jobs as tailoring (dressmaking) and hand crafts, especially for the Afghan women. Tailoring (dressmaking) and hand crafts, especially for the Afghan women.”*