

9/10/2014
DRAFT #1

Asian American Quality of Life Initiative

Sep 4, 2014

Outreach & Engagement
Preliminary Strategy



Marlon Sanchez, Community Engagement Consultant
Xavier Wan, Community Consultant Intern

Challenges & Opportunities

- Language
- Geographical Dispersity
- Diversity of Cultures
- Relationship building
- New knowledge
 - Cultural
 - Challenges
- Opportunity to increase participation for other projects



Jhalak Dance Competition 2013
Photo Credit: <http://www.texasjhalak.com/>

Marion Sanchez, Community Engagement Consultant
Xavier Wan, Community Consultant Intern



Engagement Goals

- To listen to the community needs and aspirations
- To see those needs through the community eyes
- To create safe participatory environments
- To gain the trust of the community
- To make participation easy, relevant and inclusive
- To enrich the project with diverse perspectives

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Xavier Wan, Community Consultant Intern



Outreach Approach:

- Low technology
- High technology
- Long reach
- Inclusive grassroots
- Collaborative partnerships



Dancer at JASGA's Aki Matsuri 2012 | Photo Credit: Kenneth Goode © 2012 JASGA.org

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Outreach Tools:

- Publications with a strong distribution strategy
- Media: hyper-local, hyper-cultural, mainstream
- Social media
- Travel booth
- Groups & organizations
- Videos
- Educational institutions
- Website
- Blogs

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Engagement Tools:

- Surveys (online & paper)
- Austin 311
- SpeakUpAustin
- Travel booth:
 - Special events
 - Presentations
 - Community meetings
 - Others



Lion Dance during Lunar New Year at Austin Chinatown
Photo Credit: <http://blog.atmtxphoto.com/>

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Xavier Wan, Community Consultant Intern



Engagement Tools:

- Listening events
 - Education
 - Housing & community development
 - Arts & culture
 - Economic development
 - Health
 - Civic engagement
- Tea Time (in-a-box)
 - Guided conversation at home
 - Easy to follow instructions
 - Entertaining/social
 - Multicultural

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Backup slides





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City of Austin Participation Principles:

- **Accountability and Transparency**

The City will enable the public to participate in decision-making processes by providing clear information on the issues, the ways to participate, and how their participation contributes to the decision.

- **Fairness & Respect**

The City will maintain a safe environment that cultivates and supports respectful public engagement and will expect participants to do so in turn.

- **Accessibility**

The City will respect and encourage participation by providing ample public notice of opportunities and resources and accommodations that enable all to participate.

- **Predictability & Consistency**

The City will prepare the public to participate by providing meeting agendas, discussion guidelines, notes, and information on next steps.

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City of Austin Participation Principles:

- **Creativity & Community Collaboration**

(Inclusivity and Diversity)

The City will use innovative, proven, and customized engagement solutions that are appropriate to the needs of the projects and the participants.

- **Stewards of Resources**

The City will balance its commitment to provide ample opportunities for public involvement with its commitment to delivering government services efficiently and using City resources wisely.



Drummers during Lunar New Year at Austin Chinatown | Photo Credit: <http://blog.atmtxphoto.com/>

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A Community of Colorful Ribbons...



Holi Fest 2011 at UT Austin | Photo Credit: Mary Kang with The Daily Texan



Ribbon Dance at CSA New Year Party | Photo Credit: Li-Tzong Yuan at www.theloveofchina.com/

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A Community of Colorful Ribbons...

- Asian pop. in Austin stands at about **6.5%**
- Asian pop. spans the socio-economic spectrum
- **A few Languages spoken include:** Arabic, Bengali, Burmese, Chinese, Hindu, Japanese, Korean, Tagalog, Vietnamese, Urdu

Percent Shares of total Travis County Asian alone Population by Country of Origin

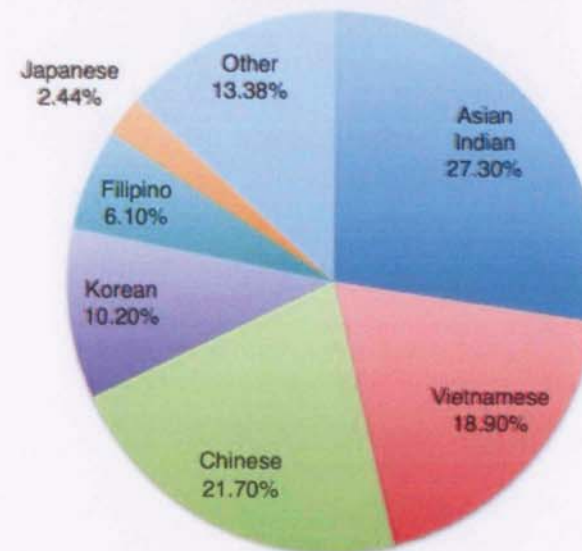


Chart Credit: Asian-American Health Assessment by Asian American Resource Center Nonprofit (AARC)

Written Data by:
Ryan Robinson, City of Austin Demographer

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A Community of Colorful Ribbons...

- Isolated
- Acculturated
- Assimilated
- Bicultural
- Cultural diffusion
- Language

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Messaging:

- Proximity Model
- Centrism
Representation
- Biographical
Availability
- Context
- Symbolism
- Cultural Inclusiveness
- Power Distance*
- Individualism,
Collectivism*
- Uncertainty Avoidance*
- Quantitative/Qualitative
life*
- Long/Short term
orientation*

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*Hofstede's Dimensions of Culture

