

Tukwila's Community Assets and Desires:

**Survey and Focus Group
Results for Tukwila Village**

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September 4, 2008

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EXECUTIVE SUMMARY

Project Summary

The City of Tukwila engaged us to help them and their developer, when chosen, create a plan for Tukwila Village—a multiuse neighborhood center on International Boulevard in Tukwila. We administered surveys and conducted focus groups with Tukwila residents to determine what sorts of stores, products, and services residents say they need, and what kinds of artistic, cultural and entrepreneurial assets they bring to the project. This information should inform the decisions the City of Tukwila (and the chosen developer) make about what Tukwila Village should include to be a successful and well-used community gathering place *and* economic boon to the area.

We, Kelsey Jones-Casey and Betty Zou, are candidates for Masters in Public Administration at the Daniel J. Evans School of Public Affairs at the University of Washington in Seattle. Kelsey has several years of experience working with refugee and immigrant populations in King County, including program development experience with two microenterprise development organizations catering to those populations: Jump\$tart Fund and Washington CASH. Betty Zou has five years of international work experience, which includes starting a small business, heading publishing projects and planning fundraiser events.

From June 14th to August 18th, 2008 we administered paper and online surveys and conducted eight focus groups with Tukwila residents across varying cultural, economic, age, and language characteristics. We conducted focus groups that were meant to both represent the community's demographic make-up and also involve residents that have not historically been as civically engaged. The groups included adult/single, parent, senior, teen, Latino, Meskhetian Turk, Somali leader, and Somali women who are residents of Tukwila and the immediate surrounding area. The focus groups were held at Refugee Women's Alliance, Foster Public Library, the Tukwila Community Center, the Samara Apartments, Gordon's on the Green, and Foster High School.

We obtained over 300 survey responses and interviewed over 60 residents.

We found several repeating themes of the *kind of place* residents want Tukwila Village to be. Residents want an environment that:

- 1) Is family-oriented.
- 2) Reflects the diverse cultures of Tukwila.
- 3) Is affordable for low-income families.

A less dominant theme that was repeated throughout the focus groups was residents' desire for independent-owned businesses instead of chains or franchises.

The survey results and focus group results were not always compatible, but they gave us complimentary information. The survey only allowed us to see a general picture of residents' responses because it limited the information we could ask and we were unable to gather a representative sample. We tried to survey a representative sample of Tukwila, however, we received a higher percentage of responses from white residents and senior residents (66% white, 20% seniors) than are found in the general population. However, the focus groups allowed us to probe for more detailed reasoning and information and select a more diverse group of participants. Therefore, we believe them to be a more accurate representation of residents' needs and assets for the project.

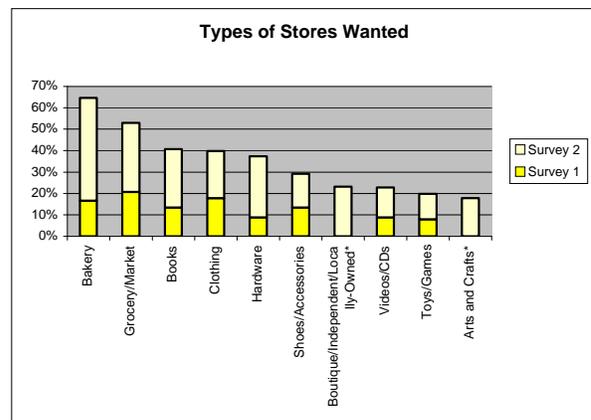
Focus group participants were most concerned with **having a place where people can go to “hang out,”** whether it is to be with their families, friends or community. The need for retail, restaurants and services come second to the need for a space to gather, play, and “get out into the community.” For Tukwila residents, Tukwila Village should be more than a retail center, but should also reflect the needs and diverse cultural identity of the community.

Statistical Trends

When asked what kinds of restaurants they wanted at Tukwila Village, most people said **family restaurants, coffee shops, and a food court.** They also suggested a **bakery, grocery or market, books, clothing and hardware** as important stores and products to have at Tukwila Village. Most residents would like **open café-style seating, a stage for performances, a movie theater, and a community meeting place.** They would **attend a street fair and shop at a farmers' market** if they were at Tukwila Village, and they would **host cultural events** if that were possible at Tukwila Village.

The residents identified several needs:

- A majority of the survey respondents wanted family restaurants (68%), half of the respondents wanted a coffee shop, and a large percentage (42%) wanted a food court. 41% of respondents on the survey and many focus group participants said that they wanted businesses to be independent or locally-owned.
- The top three types of retail spaces that respondents wanted were a bakery (65%), a grocery or market (53%) and a bookstore (41%). 33% of respondents on the second survey specified that they want boutique/independent/locally-owned shops.¹



¹ After conducting the trial survey, “Survey 1,” we edited questions and added answer choices to our second survey. “Boutique/independent/locally-owned shops” was an answer choice that only appeared on the second survey, “Survey 2.”

- The need for an affordable grocery store or market was emphasized across all eight focus groups. Some groups emphasized the need for fresh produce, and healthy or organic food that is still affordable. Although, perceptions of affordability may have differed across focus groups.
- The top three services that people requested on the survey are bank (53%), dentist (38%), and doctor (34%). Dry cleaner’s came closely behind doctor at 33%.
- Residents would also like to have a hair salon at Tukwila Village. This was mentioned at nearly every focus group and 47% of respondents requested this on the first survey. They want a hair salon that “can do [their] kind of hair.”²
- The survey results show that the majority of respondents wanted a stage (52%), open café-style seating (48%), and a movie theater (44%).

In order to ensure an accurate representation of Tukwila residents, we distributed the surveys through several venues. They included city events, City website, direct mailing to 500 randomly selected addresses, and placement at nearby apartment complexes.

Resources and Assets

Through the focus groups and surveys we identified several community assets and resources that could be used for the Tukwila Village project. During the focus groups we found 5 current business-owners, 10 potential entrepreneurs, 6 artists or craftspeople, and 4 other resources that would be interested in using their skills or businesses to bolster the planning and development of Tukwila Village. We have also developed a list of other *suggested resources* collected in the surveys. These include names and contact information for people and organizations that may be interested in getting involved, but have not yet confirmed their interest.

Recommendations

We have developed these recommendations based on the assets of the community, their identified needs, and their desires for Tukwila Village. Out of the focus groups we conducted, surfaced several recurring desires for Tukwila Village. We suggest that you incorporate them all into the project.

Businesses:

- Market for produce and other goods
- Locally-owned café
- Foods from different cultures
- Bakery
- Bookstore

Atmosphere:

- Child-friendly environment

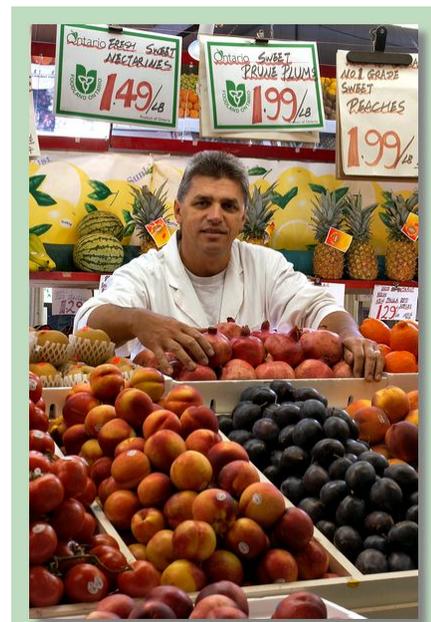


Photo: Produce stand at Toronto’s South Market. Photos courtesy of St. Lawrence Market at <http://www.stlawrencemarket.com/photogallery/>.

² “Hair salon” was written in for an open-ended question 47% of the time on “survey 1.”

Affordability
A “hang out” place
Outdoor areas for play and relaxing
Stage

Services:

Multi-use rental space
Computers/homework area
Cobbler
Children and teens’ activities/sports
ESL classes or tutors
Affordable fitness center
Hair salon

Some participants mentioned innovative ideas that met the identified needs of residents. We suggest that these also be incorporated into the project:

After gathering and analyzing feedback from more than 300 residents of Tukwila, we think that Tukwila Village should embody the diverse populations and changing demographics of its city. *This was echoed both by newcomer populations as well as by long-term residents, seniors, and American-born families.* Contrary to our hypotheses, *all* focus group participants commented that they saw their city’s diversity as an asset, not as a liability, and that it should somehow be incorporated into the environment at Tukwila Village.

We suggest that the City of Tukwila prioritize **gathering places** for adults and **play areas** for children. Such gathering places should include outdoor seating areas for customers and non-customers alike, and café-style seating indoors with comfortable and sturdy furniture that is located near an indoor fireplace. The café-style seating should be next to a coffee house where customers can buy snacks, and should have a large window so that parents can watch children playing outside.

The focal point of Tukwila Village should be an **indoor market** similar to Pike Place Market in Seattle, Mercado in Minneapolis, or the South End Market in Toronto. It should carry fresh produce and meat (for all cultures), and be affordable to low-to-middle income residents. It should not be only a tourist attraction, but a place where Tukwila residents shop, gather, and work. Vendors should include specialty stores that cater to particular cultures in Tukwila.

The most important characteristics of an appropriate and successful Tukwila Village would be **affordability** to low-income residents, **clean** and upscale facilities, **calm** and welcoming atmosphere (different than a shopping mall), **locally-owned** businesses, **affordable daycare** for shoppers and workers, and elements that express and welcome **cultural diversity** in Tukwila (including signs in many languages, ethnic food stores, ethnic clothing stores, etc.) The latter would not only serve the immediate community, but also attract curiosity-seekers and tourists.

Essential Elements for Community-Building at Tukwila Village are:

- 1) **A community fitness center** where people of all backgrounds can exercise and interact together, similar to Rainier Health and Fitness in Seattle.
- 2) **A community garden or P-Patch** where earth-conscious people interact with immigrants growing their traditional vegetables, and children’s groups who are learning about growing plants in school. This should be an outdoor focal point that draws residents into the Village.
- 3) **A multipurpose room that is affordable to rent** for community gatherings (such as traditional weddings for the different cultures in Tukwila, birthday parties, cultural celebrations, etc.), and which displays art by local artists and teenagers. This should be a place that is **always in use**, and a place that is full of energy, where people enjoy being at all times—both during art shows, and also to read, relax, and talk together.
- 4) **Visual representation of different cultures.** This can include flags, maps, artistic photography, and traditional handicrafts. However, it should also mean hiring workers that represent the community so that all groups feel welcome at Tukwila Village. There should be seniors working alongside teens, Somali refugees working alongside Vietnamese immigrants, etc.
- 5) To accommodate the large Muslim community in Tukwila, there should be **“women-only” places** where women can exercise, gather, talk, eat, watch their children, and interact with women from other cultures.
- 6) **Restaurants should be as much about “an experience” as eating good food.** One of the focus groups suggested a Somali-style coffee shop (“like in our home country”) where customers relax on cushions on the floor, and there are luxurious Persian rugs on the walls.



Photo: Gym members working out at Rainier Health and Fitness. Photo courtesy of Rainier Health and Fitness.



Photo: Marrakech Moroccan Restaurant courtesy of CityVoter at <http://kcra.cityvoter.com/marrakech-moroccan-restaurant/biz/24136>.

Lastly, we suggest that you work with a microenterprise development organization or business incubation program to develop new entrepreneurs in the City of Tukwila. We observed great enthusiasm for small business development in our focus group, but a recurring theme was a lack of **support, capital, and training for entrepreneurs.**

SURVEY METHODS

We used two methods of data collection: consumer surveys and focus groups. The surveys allowed us to first gather general preferences about Tukwila Village, cast a wider net of Tukwila residents, and inform people about the focus groups. The focus groups then allowed us to gather more detailed information from residents, gave residents a creative space to generate ideas in group settings, and helped us reach communities that are either unfamiliar with or unresponsive towards written surveys.

We created two versions of the survey during our study, which we distributed during two separate stages of our research. The first survey (Survey 1) was a trial version of the survey that we distributed at the City of Tukwila's Family Fourth celebration. The second survey (Survey 2) was distributed at various locations and through various venues after July 4th. Our survey collection period was from July 4, 2008 to August 5, 2008, or approximately one month.

Survey Edits

While the primary questions of both surveys remained the same, we had made slight changes to the available choices for each question, and created additional questions to better probe for the information we were looking for. Both surveys focused on five main categories: food, retail space, services, community spaces, and demographic information. Survey 1 asked respondents to list three restaurants at which they most often eat, three stores where they most frequently shop, and cultural activities and festivals they attended in the last three months. The purpose of these questions was to get respondents to think about the kinds of food, retail and community spaces they currently use. See Appendix A for Survey 1.

However, we found that these questions inhibited useful responses from respondents. For example, respondents often requested Tukwila Village host restaurants where they already eat rather than thinking about what was missing from Tukwila that they would like to have in the future. Therefore, we eliminated these questions in Survey 2. See Appendix B for Survey 2.

Based on responses from the Survey 1, we also added and eliminated answer choices from our multiple-choice questions. For example, because many respondents in Survey 1 requested more local or family-owned businesses, we added this option to Survey 2. Also, many respondents in Survey 1 wrote in the margins what they did not want at Tukwila Village. We then added this in Survey 2 to see if more people had strong opinions about what they did not want at the site.

Rather than asking residents about the kinds of cultural events, activities and festivals they currently attend, we sought to improve the survey by asking respondents how they would use community spaces at Tukwila Village because respondents are more likely to choose a given answer than write their own in an "other" section.³ Based on repeated

³ Dr. Mary Kay Gugerty, Professor of Public Affairs at the University of Washington. "Program Evaluation in the Developing World."

suggestions from the first survey, we asked respondents if they would do any or all of the following: have meetings, host cultural events, show/sell art, put on a performance, have a farmer's market and attend a street fair.

Survey Distribution

We distributed Survey 1 at Tukwila's Family Fourth Celebration at Fort Dent Park in Tukwila. We had a stack of 200 surveys available at the table, and two staff members provided information on the project and sought out survey takers. This was a convenience sampling. Staff members also took surveys out to community members around the park. We obtained a total of 103 valid returned surveys.



Distributing surveys at the 4th of July celebration in Tukwila.

People attending the Family Fourth Celebration may not represent all Tukwila residents. Seeking more respondents, we distributed Survey 2 through the mail to 500 addresses randomly selected from the City of Tukwila's general mailing list. We randomly selected



A Tukwila Village Community Meeting at Foster High School

500 addresses from the city's mailing list by using the random numbers generator in Excel. We provided self-addressed stamped return envelopes and offered a five-dollar gift card for Tukwila Trading Company as an incentive to fill out the survey⁴. Out of the 500 surveys, we received 102 surveys in return-- a 20 percent response rate. More than 20 of the surveys were returned to us because the addresses were invalid.

We hoped to extract more information from people living within walking distance of Tukwila Village. Therefore we placed surveys at four apartment complexes around the site, including both Samara Apartments (on S. 144th St. and on 42nd Ave S.), La Vista Apartments and Riverton Terrace. We selected these four locations

because of the diverse populations living there. We hoped to reach new refugees and immigrants who might otherwise have been difficult to reach. The Samara Apartments have many immigrants from Africa and Eastern Europe; the La Vista Apartments have many Spanish-speaking residents; and Riverton Terrace has low-income seniors (many who are immigrants and refugees). Through distribution at these apartments we hoped to

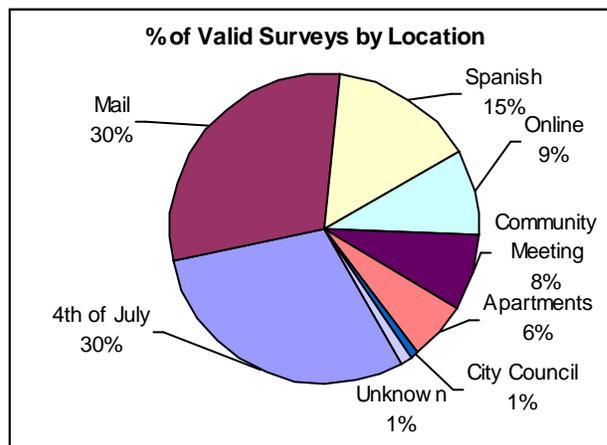
⁴ Gift cards were donated to the city by Tukwila Trading Company and was limited to one per household

reach more renters, and low-income residents than usually respond to mailed surveys; there is usually a non-response bias for these populations.

We also put the survey online on the City of Tukwila’s website, and administered surveys at the Tukwila Village community meeting at Foster High School on July 16, 2008. Distributing surveys at the community meeting and online allowed us to get formal input from people who are already active participants in city activities. However, we deliberately chose to broaden our distribution because we wanted a more accurate representation of the City of Tukwila’s population.

While online surveys are quick and efficient, they are not useful for getting input from a culturally and linguistically diverse population as that seen in Tukwila. Firstly, respondents would have to be familiar with using the internet to fill out the online survey. Secondly, while the Somali and Spanish versions of the survey were available online, its link on the city website would have required the respondent to read English well enough to navigate the website.

The following chart shows the percent of respondents we received from each location. See Appendix C for a detailed table.



Outreach to Tukwila’s Diverse Population

According to the 2000 Census data for Tukwila, 41% of the population is of non-white or more than one races, 64% of housing in Tukwila is renter occupied, and 32% of the population live in single parent families. According to the City of Tukwila’s “Tukwila International Boulevard ‘Snapshot,’” 41% of the population in the Tukwila International Boulevard Corridor is foreign born. Because we were concerned about representative sampling, we asked respondents to provide demographic information about themselves such as race, gender, housing and working. For consistency we used the same racial categories in our answer choices as the 2000 Census, and provided a separate question for people of Hispanic/Latino origin as it was done in the 2000 Census.

In addition, we had the survey translated into the top two languages other than English that is spoken at home. According to the 2006 Tukwila School District demographics

report, Spanish (19.2%) and Somali (2.6%) are the two most common languages students speak at home.

For outreach to the Somali community, we worked closely with the Somali Community Services Coalition's Education Coordinator. He and his staff translated the survey into Somali for us and distributed them at his office and to the surrounding Somali businesses.

We also worked with the Refugee Women's Alliance (ReWA) to conduct a focus group, but we did not distribute any Somali surveys there. Family Support Program Manager advised us not to survey their clients because they would not be responsive to written surveys, and many are illiterate, even their own language.

We later discovered that written surveys are not an effective way to gather information from the Somali community. We did not receive any completed surveys from the community (despite the incentive), and our contact there said afterwards that he thinks that the Somali community prefers to discuss these things in person⁵. The focus group with the Somali community proved far more successful than surveying.

To reach Spanish speakers, we sought the assistance of the Latino Community Liaison of Community Schools Collaboration. She translated the survey into Spanish and mobilized a group of volunteer "parent ambassadors" to help administer the survey. The volunteers surveyed members of the Latino community at five different apartment complexes (Ridge Springs, Ridge Cliff, Villa Nelle, Ambassador Gardens, and La Vista), and in neighborhoods on Southcenter Boulevard, Cascade View and International Boulevard and Military Rd. Due to our contact's reputation in the Latino community and the volunteers' one-on-one attention to the survey takers, we had many responses.

The drastic difference between the number of respondents for the Spanish language surveys and the Somali language surveys can also be attributed to the level of outreach performed by our contact person. While the Latino Community Liaison actively organized volunteers to help Spanish-speakers fill out surveys in their language, the Somali surveys were placed at the Somali Community Services Coalition office, and passed out to nearby businesses. The individual attention given to survey takers could be a key factor in the level of responses received.

⁵ Phone conversation

SUMMARY OF SURVEY RESULTS

Our study includes a combined sample size of 342 respondents (103 from Survey 1 and 239 from Survey 2). This section of our report includes the following:

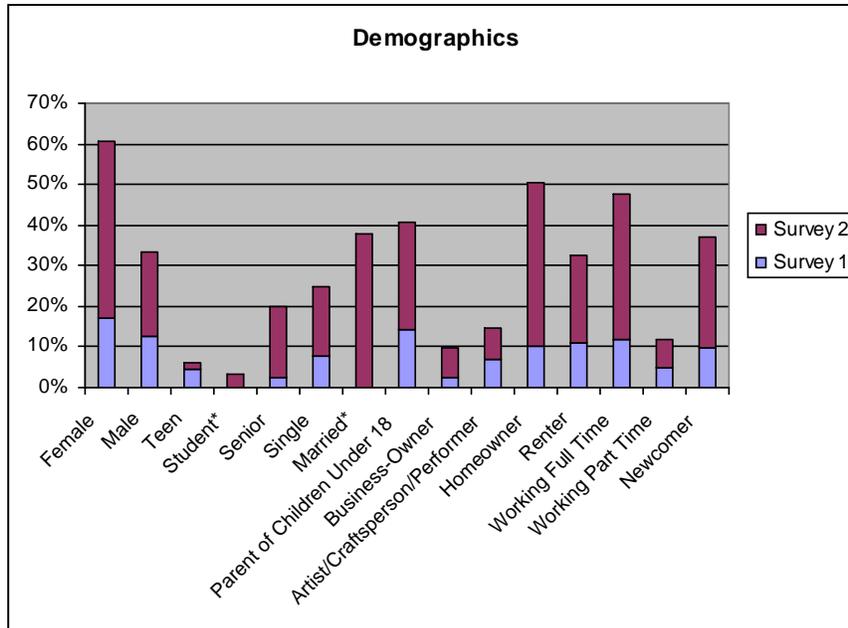
- I. Demographic Breakdown
- II. What Respondents Want
 1. Food
 2. Retail
 3. Services
 4. Community/Public Spaces
- III. What Respondents *Do Not* Want
- IV. Other Concerns

Refer to Appendix C for detailed tables of all the charts included in this section.

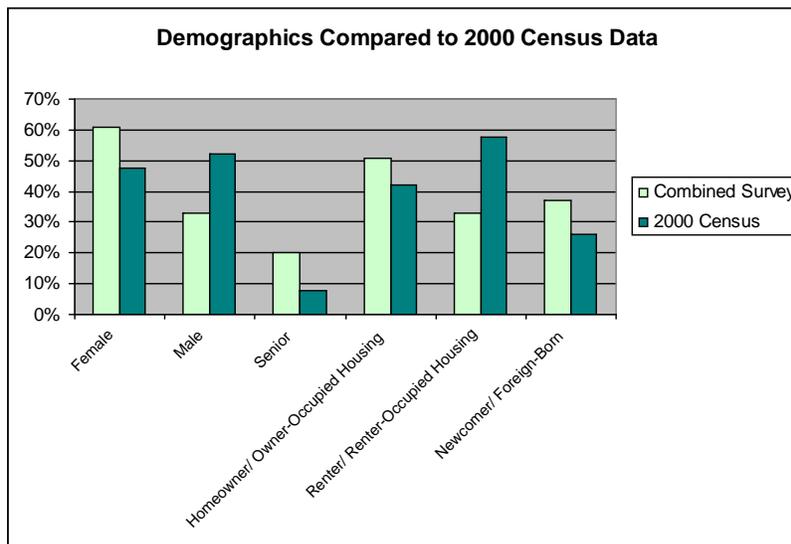
Demographic Breakdown

As mentioned earlier, the goal of asking respondents to provide characteristic information about themselves was to ensure that we have been sufficiently inclusive in our data gathering. We intend to only use this information to understand the demographic make up of our sample. We do not intend to use this information to make predictions or conclusions about people's preferences based on their race, gender or economic status. Furthermore, we do not recommend using this information to make race, gender or class-based assumptions about residents' preferences in Tukwila Village.

The chart below shows the demographic breakdown of all 342 respondents. The characteristics, "student" and "married" were not part of the answer choices in Survey 1. Therefore, the results shown here only reflect those from Survey 2. The percentages of teens and students are very low because we did not use surveys to outreach to teens. Mailed surveys were mostly filled out by heads of households. We found it more effective to gather data from teens through the focus group.



The chart below shows the demographic make up from our research compared to the demographic make up of Tukwila as it is shown in the 2000 Census. The characteristics between our survey and the 2000 Census differ slightly however. While we asked respondents to indicate whether they are a renter or homeowner, the data shown on the Census indicates the percentage of owner-occupied housing and renter-occupied housing. While our data reflects people’s characteristics, the Census shows characteristics of the property. Also, on our survey we defined “newcomer” as someone who either themselves or their parents were born in another country. The Census simply states it as “foreign-born,” which we conclude refers to the respondent herself.

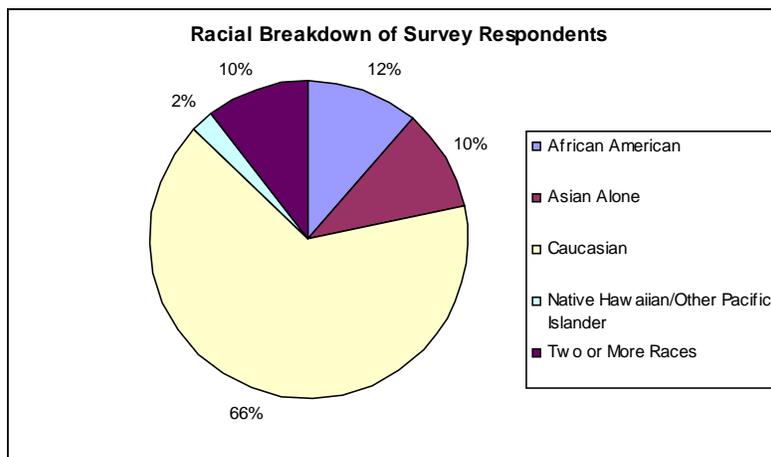


The slight differences in wording between the Tukwila Village survey and the 2000 Census can mislead. However, a liberal reading of the numbers and the figure above tells us that we have a good range of representation from different spectrums of Tukwila society. Females are overly represented at 61% compared to the Census' 47.8%. Seniors are also overly represented at 20%, compared to 7.8 % on the Census. Our newcomer category also exceeds the foreign born category on the Census. This may be because we included first and second-generation immigrant and refugees in our definition.

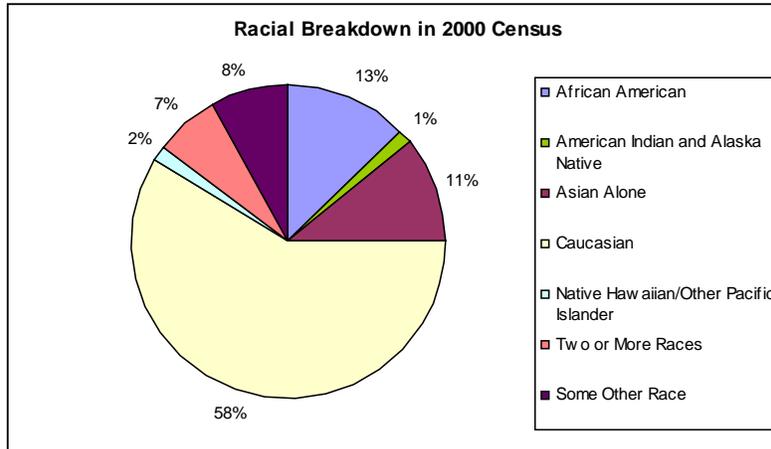
When asked to name the country respondents or their parents were born in, the top three responses are Mexico (13%), Vietnam (3%) and Bosnia-Herzgonvina (3%). Other countries include but are not limited to the Philippines, Canada, Honduras, El Salvador, America Somoa, Somalia, Japan, Ireland, India, Ghana, Eritrea, England, Russia, and Cambodia.

Compared to the 2000 Census, our dataset lacks representation from renters (33% compared to 57.6%) and males (33% compared to 52.2%). If the City of Tukwila were to conduct further study on its residents, we recommend doing more outreach to these two sets of the population. [Please see Appendix B for a detailed table of the numbers.]

The following pie charts compare the racial breakdown of our survey respondents to those of Tukwila residents in the 2000 Census. Nearly all of the racial categories were only different by 1 to 2 percents from the Census data, except for Caucasian. Our survey shows 8% more in responses from Caucasians. We also do not have the 7% of some other race that is shown on the Census⁶. Our dataset does not accurately represent the racial make-up of Tukwila, but we hope that is more representative than community meetings, city council meetings, and other outreach strategies of the City of Tukwila.



⁶ The percentages of the survey respondents were derived from a total of 248 valid responses to the question. The remaining 94 were considered missing as respondents either left the question blank or provided a confusing or illegible answers.



We also asked respondents to indicate whether or not they are of Hispanic or Latino origin. This question is listed separately because Hispanic or Latino is not considered a racial category (for example, a person of Hispanic or Latino background can be of any race: white, black, Asian, etc.). 20% of our respondents indicated that they are of Hispanic or Latino origin, compared to 13.6% in the 2000 Census.

While we have attempted to be inclusive in our research approach, we faced enormous challenges reaching people of color, non-English speakers, renters, and young people with surveys. Our respondent sample was generally consistent with the City of Tukwila’s population, but could have been more representative of the aforementioned demographic groups.

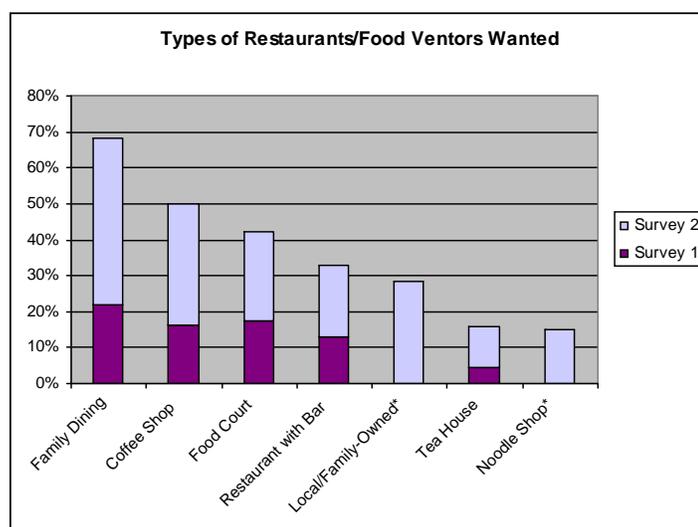
What Do Respondents Want?

The following is a reading of the frequency at which respondents selected answer choices in each category. We later explore trends in what residents want and do not want in the focus groups.

Restaurants and Food Vendors

Both surveys contained the choices of coffee shop, tea house, family dining, food court, and restaurant with a bar. Of these choices, the top three were family dining, coffee shop and food court, respectively.

On Survey 2 we added two new answer choices: noodle shop and local/family-owned. Out of 239 respondents from Survey 2 alone, 41% indicated that they preferred local/family-owned, and 22%



wanted a noodle shop. 239 responses is a statistically sufficient sample size, and we can therefore conclude that nearly half of all respondents are likely to prefer local/family-owned establishments.

On both surveys, respondents were given the option to write in other types of restaurants or food vendors that they would like to see at Tukwila Village.

The *most* frequently written “fill-in-the-blank” responses were:

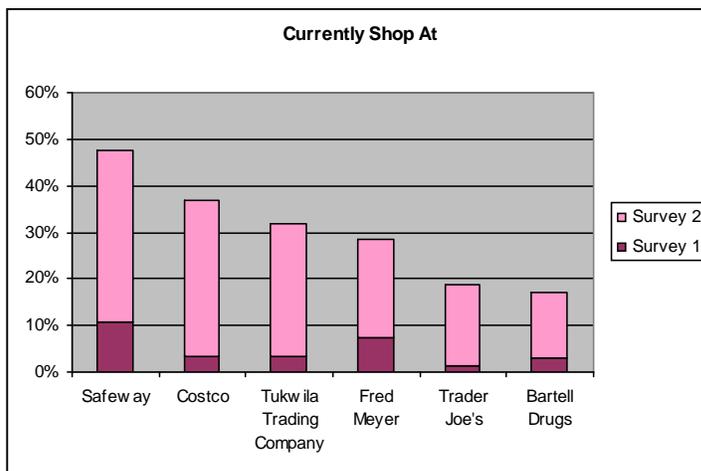
- 1) Asian cuisines (e.g. Chinese cuisine, ramen noodle shops, Pho restaurants, Filipino cuisine, Indian cuisine, Thai cuisine, and bubble tea)
- 2) Well-known family chain restaurants (e.g. Applebees, Red Robin, Olive Garden, Red Lobster, TGI Friday’s, Chile’s, and Fuddruckers)

Less frequently written “fill-in-the-blank” responses were:

- Buffet-style dining
- Food from different cultures/“world cuisines”
- Fast food (e.g. McDonald’s, Subway or Quizno’s, Jack in the Box, Burger King)
- Mexican or Latin American cuisine
- Vegetarian, healthy, and/or organic food
- Ice cream
- Pizza
- Sports pub/wine shop/wine bar

Retail

We asked residents where they currently shop and what kinds of shops they would like to have at Tukwila Village. On Survey 1, we asked respondents to “list the top three stores at which they currently shop.” We did not provide answer choices. The top four responses were Safeway, Target, Fred Meyer’s and Walmart respectively.

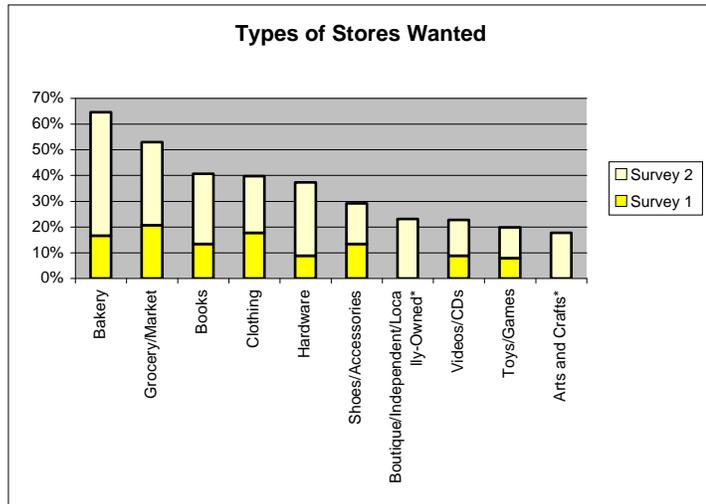


On Survey 2 we gave six answer choices: Safeway, Costco, Fred Meyer, Tukwila Trading Company, Bartell Drugs, and Trader Joe’s. Our hope was that by listing closest grocery stores in Tukwila, we would get more accurate responses about where Tukwila residents most frequently get their groceries and household goods. The top three responses were Safeway (53%), Costco (48%), and Tukwila Trading Company (41%).

Under “other,” many respondents also added WinCo, Whole Foods, PCC, QFC, Farmer’s Market, Bernie’s Market, Sam’s Club, and Cash & Carry.

When asked what shops they would like to have at Tukwila Village, respondents said “a bakery” (65%), “a grocery or market” (53%), “a book store” (41%), “a clothing store” (40%) and “a hardware store” (37%).

On Survey 2 we added the “boutique/independent/locally-owned” answer option, which 33% of the 239 respondents requested. We also added an arts and crafts store option, which had a 25% requested.



On both surveys, respondents were also given the option to write in other types of “shops.”

More frequently-occurring responses:

- 1) Fresh markets (e.g. meat market, farmer’s market, fish market)
- 2) Stores from different cultures
- 3) Healthy or organic (PCC, QFC, Trader Joe’s)
- 4) Gardening stores or florists

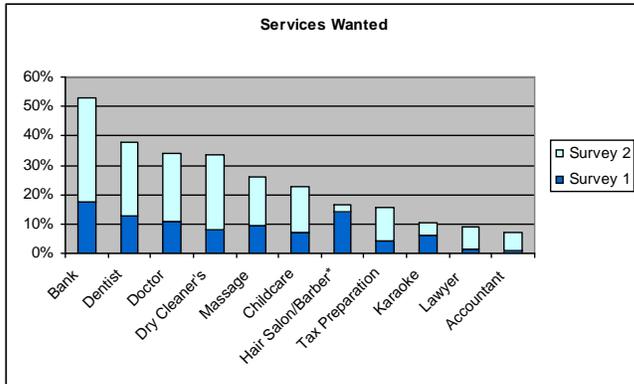
Less frequently-occurring responses:

- 1) Consignment, second-hand, or thrift stores
- 2) Pet store
- 3) Walmart
- 4) Fred Meyer

Services

The top four most popular services responses were “bank” (53%), “dentist” (38%), “doctor” (34%), and “dry cleaner’s” (33%).

While “bank” was the most popular survey response, it was not frequently mentioned at the focus groups. Because there is a Key Bank already present near the site, we think respondents may be requesting their own specific banks, rather than suggesting that there is not a bank nearby. However, they could also dislike Key Bank.



On Survey 1, 47% of respondents requested a barber/hair salon. On Survey 2, many people wrote it down in the “other services” section of the question. We tallied the number of times respondents specifically wrote it in on Survey 2 and included the count in the “Services Wanted” chart to the left. Based on these responses we can conclude that a hair salon or barber

shop is in high demand at Tukwila Village.

On both surveys, respondents were also given the option to write in other services they wanted. The most frequently-mentioned include:

- 1) A mailing or copy center (e.g. FedEx, UPS, or Kinko's)
- 2) A community clinic
- 3) Animal services (e.g. veterinarian or grooming)
- 4) Gym/fitness center/exercise facilities/weight room
- 5) Beauty/nail salon
- 6) Boeing Employees Credit Union

Community/Public Spaces

We asked respondents to choose the kinds of community or public space they would like to have at Tukwila Village. The top three choices are stage (52%), open café-style seating (48%), and movie theater (44%)⁷.

Because on Survey 1 many respondents had suggested more activities for kids and teens, we added the option on Survey 2. We also gave the option to provide suggestions on the kinds of activities respondents would like to have for kids and teens. Of the 239 respondents on Survey 2, 33% indicated that they would like to see some sort of activity for kids and teens at Tukwila Village.

⁷ Out of a total combined (Survey 1 and Survey 2) 349 respondents

Respondents wrote suggestions for activities for kids and teens. They include the following:

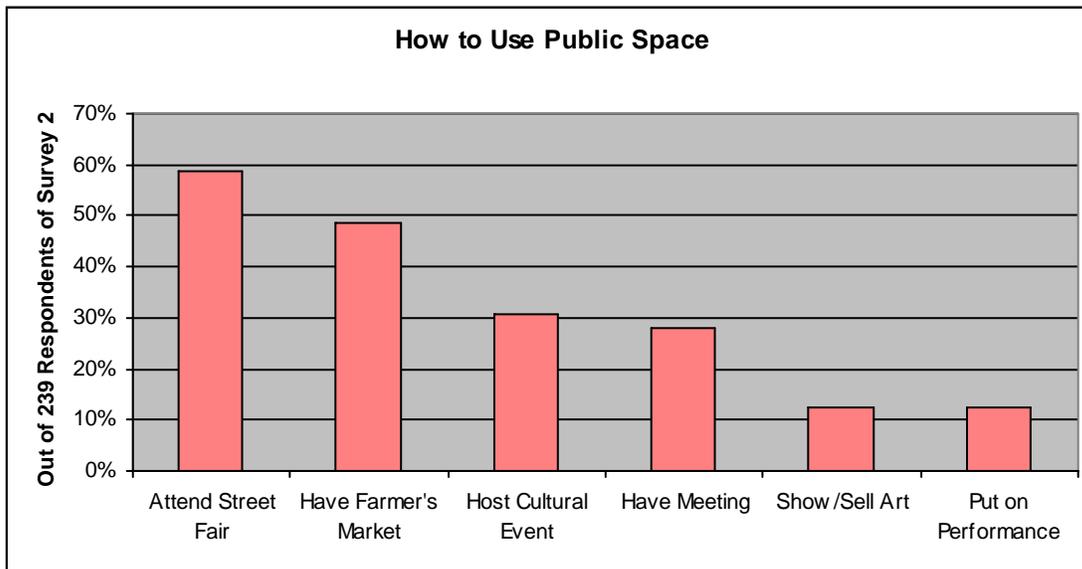
Popular suggestions:

- Sports/exercise facilities
- Playground/play area/games
- Extracurricular activities such as arts, music, dance and karate lessons
- Tutoring, homework help, reading areas, and language lessons (ESL and foreign languages)

Less frequently mentioned:

- Garden/water features/climbable statues
- A skating rink/skateboard park/ramp
- Boys & Girls Club/YMCA/YWCA

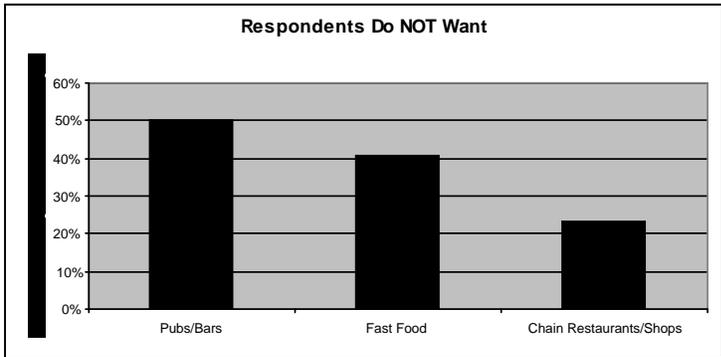
On Survey 2 we added a question on “how people would use the public spaces at Tukwila Village.” The top answers are to attend a street fair (59%), have a farmer’s market (49%), and host a cultural event (31%)⁸.



What Respondents Do Not Want

On Survey 2 we asked respondents what they did not want at Tukwila Village, and gave them three possible answers: 1) “no fast food,” 2) “no chain restaurants/shops,” and 3) “No pubs/bars.” These options were based on initial responses on Survey 1.

⁸ Out of a total of 239 respondents of Survey 2



Other Unwanted Facilities

Popular suggestions include:

- Adult entertainment/stores
- Casinos
- Smoke/liquor/drug paraphernalia shops

Less frequently mentioned:

- Teen hangouts
- Low-income housing/services
- Money lending
- Dollar stores
- Jack in the Box
- Stuff that is already at the mall
- Movie theater

FOCUS GROUP METHODS

The goal of the focus groups was to get more detailed information from residents about the topics that we had addressed in the surveys. Focus groups gave residents an opportunity to generate ideas through conversation. It also gave us an opportunity to talk to communities that are not easily reached by paper or online surveys.

We conducted eight focus groups with Tukwila residents of similar characteristics. The eight groups include: seniors, parents of children under 18, adults without children, teenagers, Somali men, Somali women, Latinos, and Meskhetian Turks.

We believed that people from each of these groups have different needs and desires that would be better expressed if they were in a group of their peers. For example, we hypothesized that parents of children under 18 may want to focus the conversation on the needs of their children, where as adults without children may want more adult-type activities at Tukwila Village.

We also wanted to separate groups according to with whom the participants would feel more comfortable. For example, teenagers may be intimidated to speak up with adults present, and Somali women may not be as vocal when there are Somali men present.

For our English speaking focus groups, we got participants through the survey and through word-of-mouth. While we received the right number of confirmations for each group, the actual turnouts were less successful than our non-English speaking focus groups and our teens group.

For our focus groups conducted in Somali, Russian, and Spanish and for the teens group, we largely depended on leaders and organizers of those communities. It is because of the trust and connection these leaders have in their communities that people were willing to come and speak to us. As researchers we entered this project with our own set of limitations, including time, money, culture, language, and unfamiliarity with Tukwila. These community partners strengthened our study, and allowed us entrée into communities we were unlikely to enter alone.

Seniors, Parents and Adults

At the end of the survey we asked respondents whether or not they would like to attend a focus group and to leave their contact information. This is how we found participants for the senior, parents and adult focus groups.

Out of the combined 342 surveys, 120 responded “Yes” to joining a focus group. Out of the 120 respondents who left their contact information, we contacted 16 seniors, 22 parents and 20 adults. We also contacted a list of seniors from the minor home repairs list from the Human Services Division. Of these, 10 seniors, 12 parents, and 10 adults confirmed their attendance at their scheduled focus group.

Somali Women and Somali Leaders

Our original plan was to have a Somali women group and a Somali men group. Based on our prior experience working with Somali refugees and immigrants, we decided to host two separate focus groups for women and men. We thought that both sexes would feel more at ease to talk when the men are not present. This is what initially led us to partner with Refugee Women's Alliance (ReWA) and the Somali Community Services Coalition. Furthermore, we understood that the targeted clientele of Somali Community Services Coalition and ReWA are different, and would give us better representation of "the Somali community" than one of them alone would be able to do.

However, contrary to our initial assumption that the Education Coordinator of the Somali Community Services Coalition would gather only male entrepreneurs and community leaders, he gathered a diverse group of participants including high school students, business owners, and women. Despite the wide range of participants brought to the focus group by the Education Coordinator, the group was still clearly different from the group of women at ReWA. They were leaders of their community, more fluent in English, appeared to be of a higher economic class, and had lived in the United States longer on average than those at ReWA. The focus group did not need to be translated into Somali.

The Somali women at ReWA were all recently resettled refugees and immigrants who did not speak very much English. The focus group was translated into Somali. At ReWA, we worked closely with the Family Support Program Manager, who gathered a group of their English as a Second Language students. The focus group was held after an English class, and was translated by a female Somali caseworker.

Meskhetian Turks

During our research, we asked many local organizations about which communities to do outreach to. Representatives from the International Rescue Committee and Church by the Side of the Road said that we should talk to Meskhetian Turks, because they were amongst the largest "ethnic" groups in Tukwila. Not only so, but most of the Meskhetian Turk population in Washington lives near the intersection of 144th Street and International Boulevard. We held the Meskhetian Turk focus group in Russian.

In order to reach out to the Meskhetian Turks, we worked closely with the Program Director of TurkFest, who is a leader in the Turkish-American community, and who has volunteered extensively with the Meskhetian Turk community over the past few years. She contacted several Meskhetian Turk community leaders to attend the focus group. Of these eight confirmed, a mix of men and women. However, she suggested that we arrive early to do outreach on our own by knocking on doors in the apartments where the Turks live (including the Samara Apartments on 144th St.). We held the meeting on a Sunday evening (the day she suggested most of the community would be off of work) at the Samara Apartments where many Meskhetian Turks lived. To do outreach we talked directly to the Turkish residents we saw outside of the Samara apartments. We also offered a five-dollar gift card for Tukwila Trading Company to each person who came.

The Turks knew that we were coming to host the group, but many were unclear as to the focus group's purpose. In the end, only women came. We think that it is because when the community saw us, and saw that we were women, the men felt uncomfortable attending. Like most Muslim communities, women and men rarely interact outside of the home.

Spanish-Speakers

We obtained contact information for Spanish-speaking participants through the Spanish-language surveys. We invited interested individuals that represented a range of renters, business-owners, parents and adults. We also made sure to select people who lived in different apartment complexes. The volunteer parent ambassadors then phoned the selected individuals in Spanish. We received a total of 12 confirmations, and 8 participants showed up on the day of the focus group.

Teens

Foster High School's Associate Student Body (ASB) Faculty Adviser helped us organize a group of students for our teens focus group. We were able to piggyback our focus group onto Foster High's fall orientation.

FOCUS GROUP SUMMARIES

Summaries of all eight focus groups are included below. Each focus group's responses are organized into the following sections:

- 1) Introduction
- 2) Where they shop/what they do
- 3) Repeated themes
- 4) Innovative ideas
- 5) Other suggestions
- 6) Concerns

The **introduction** describes the participants, the setting, and any other details particular to that focus group. **“Where they shop/what they do”** reports participants shopping habits, where they eat at restaurants, and what they do for fun. **“Repeated themes”** are things talked about in the focus group that have come up in at least 4 other focus groups. **“Innovative ideas”** are ideas that the group generates that have never been mentioned before, and that fit the scope of the project (ie. No 10,000 capacity water parks, etc.). **“Other suggestions”** lists the other ideas that have not been repeated often, or that are not ideas that are innovative and fit the scope of the project. Lastly, **“Concerns”** includes items that the group does not want to see at Tukwila Village, and other concerns that they have about the site.

The following summaries are organized according to the life stages and language/culture of the focus groups:

- Adults/Singles
- Parents
- Seniors
- Teens
- Latino
- Meskhetian Turks
- Somali Leaders
- Somali Women

Adults/Singles Focus Group

Gordon's on the Green
August 14th, 2008 7:00-9:00 pm

Facilitator: Betty Zou
Scribe: Kelsey Jones-Casey

Adults/Singles Focus Group

We contacted 20 adults and singles from our list of interested survey respondents, and 12 confirmed that they would attend the event. On the day of the focus group, 6 participants showed up.

The Adults/Singles Focus Group included one middle-aged mother (Participant A), three young women (including two artists) (Participants B, C, D), one senior woman (Participant E), and one middle-aged man from Nigeria (Participant F). The focus group was held at Gordon's on the Green in Tukwila.

Where They Shop

Participant F shops for groceries at Walmart, Costco, Sam's Club, and especially at Safeway where he shops "most of the time." Participant A shops at the Trader Joe's in Burien, halal markets for her meat, ethnic stores for small-quantity specialty items (she is from Somalia). She shops at a variety of stores, and would like to see a bakery or convenience store in Tukwila Village.

Participant B (an artist) says, "The Trader Joes in Burien has a variety of interesting things that Safeway doesn't have," and "Tukwila Trading Company is depressing." Like many other participants, Participant B says that one must buy "10 pounds" of food at Tukwila Trading Company before it is affordable. She also says, "Anyone who wants to eat natural foods doesn't go there. You need a 'people's market.' A place for community to meet. Maybe a Whole Foods."

Participant C (the other artist) shops at seasonal farmers' markets to support local farmers. She also shops at Green Fresh in Renton because it is not a corporation, and there are no hormones or chemicals in the food. She says, "If Safeway went in [Tukwila Trading Company], that would be such a bummer."

Participant E shops at Safeway, but she says that the quality "isn't very good." But, she says, "there is no place else. You have to go to Burien or Renton. Something for the community would be nice."

Participant D shops at Safeway, Costco, Whole Foods, and PCC. She says that the produce at Safeway "is horrible," and that she would like to see "something organic" at Tukwila Village.

Restaurant Preferences

Currently the participants eat out between one and four times per month. Everyone had different ideas of what kind of restaurants should be included in the Tukwila Village development. Participant F suggested ethnic restaurants "because it is a diverse area." He said, "if they are good, people will come!" Participant A agreed that ethnic restaurants would be a good fit for Tukwila Village, especially since they tend to be more affordable, and people who live nearby cannot afford expensive restaurants. Participant E thought that ethnic food was a good idea because customers are more likely to experiment with new foods if the price is reasonable. Everyone thought that different

cultures should be incorporated into the design of the development, not just the foods represented.

Participants B, C and D focused on the importance of ambiance to them when they are selecting a restaurant. Participant C said that she looks for “an experience, not just good food.” Participant B said that atmosphere is important to her, giving the example of one of her favorite restaurants: a Moroccan restaurant with bamboo décor. Participant D said that she wants restaurants in Tukwila Village to be quieter so that customers can carry on conversations, unlike “the Spaghetti Factory” and other restaurants in Southcenter Mall. She thought that it would be important to include more nightlife, including a bar with food, jazz club, or bar with live bands. Music, not alcohol, everyone decided, should be the central pull of such establishments.

Repeated Themes

There should be activities for teens and children. Participant E suggested a Boys’ and Girls Club, because her grandchildren go to one, and enjoy it. She thinks that there needs to be something closer to 144th and International Boulevard than the community center.

The following ideas are recurring throughout the focus groups:

- Bakery
- Affordable produce market
- Cafes
- Indoor/outdoor stage
- Internet-ready computers for public use
- Homework place
- Fitness center
- Child-friendly atmosphere
- Childcare
- Incorporating the diverse cultures and religions into the design of Tukwila Village (Participant D suggested imprinting cultural designs, flags or information about different countries into the sidewalks of Tukwila Village. She says, “You might as well use the sidewalks to educate the kids.”)
- Cobbler
- Salon or barbershop
- Book store. Participant B wanted a place where authors could come read their work. Everyone agreed that a locally-owned store would be best, and possibly a second-hand store.
- Outdoor market
- Multipurpose room for rent

Innovative Ideas

Participant A suggested creating an indoor market “like in Toronto,” or similar to Pikes Place. She envisioned kiosks or separate stalls with a variety of food where people could shop “even in the winter.” The other participants agreed that this was a good idea, and said that this would increase tourist traffic in Tukwila.

Participant C wants to see a community garden or P-Patch that is integrated into the design of Tukwila Village. She said, “People are starved for community,” and thought that a community garden would serve as a focal point and gathering place. Participant B agreed. She wants to see a place “where people would realistically like to be.” She said that Hands-On Café in Portland was a good example of such a place.

Another idea participants agreed on were a community indoor fireplace around which people could relax, do homework, or chat together. Another was to have a “water feature” similar to that at Seattle Center where parents could watch their children play.

Participant E suggested that Tukwila Village host an “artist-in-residence” program where artists could come and live for a certain time, and create their art in a public community area for the benefit of Tukwila residents.

Participant C wants to see an art education program for youth who “get bad art education in school.” Such a place could be like Sanctuary in Seattle, where kids can come on their own to create art. This program could show youth art in a multipurpose space (like a gallery) that could also be rented for special occasions like ethnic weddings, community events, and art shows. Instead of having a space serve strictly as an art gallery, Participant C says a multipurpose space would be “alive” and used by the community. It should also house a kitchen, and have flexible hours for ethnic groups whose events go long into the night or last several days.

Many participants mentioned that childcare should be included in the development, but Participant E suggested having an “hourly” daycare for parents and grandparent who are shopping at Tukwila Village, or who have appointments. According to Participant E, “it is very hard to find a sitter while you have an appointment for an hour or two.”

And finally, Participant B asked an important question: “What is the focus of Tukwila Village?” She says that we should find a focus (a fountain, a fireplace, a park, etc.), and then bring people to that focus.

Other Suggestions

As a mother, Participant A thinks that it is important to have a “child-friendly” environment. She says that because other cultures have lots of children (and there are many cultures in Tukwila), there should be quality childcare available for all people.

Participant F would like to see a fitness center. After he mentioned that, others asked why no one uses the community center. Their conclusion was that it is too far away for people who don’t drive.

The following is a list of ideas for Tukwila Village from the Adults/Singles Focus Group:

- Have a convenience store with “the basics”
- A recreational space for kids
- Hide cars away from the building—either park them behind the development, or underground.

- Have rented workspace for artists with appropriate lighting, open space, and facilities (bathroom, work sinks, etc.) that are affordable for artists.
- Low-income senior housing or other housing to meet the needs of the community.
- An “Ikea-like” playroom where parents can watch their children.
- Have a common area, which is more inviting than a restaurant or shop.
- Do not have plastic chairs in the common area. They should be nicer and more comfortable.
- Decorate Tukwila Village according to the seasons (e.g. harvest festival, winter wonderland, spring, summer, etc.)
- Have “an attraction,” like Ballard as “the center of the universe.”
- Enlarge the “consciousness of space.”
- Make sure that there is lots of outdoor seating and clear windows in restaurants so that people can see what is inside. This would prevent shady bars, and also invite people inside.
- Have second-hand/consignment/vintage stores, making sure that they are not too expensive.
- Tukwila Village should have a “boutique-y” feel.
- After dinner mingling spaces
- Dinner theater
- Affordable massage and day spa (shariffa)
- Environmentally-friendly dry cleaners
- Pet services and groom shops along with “healthy pet stores” like The Granary and Natural Pet Pantry
- Health food stores with wholesome basics

Concerns

Things that the Adults/Singles Focus Group did not want to see at Tukwila Village include a bowling alley, fast food chains, food court, corporate-owned, pawn shops, strip clubs, adult entertainment, x-rated stores, and gun shops.

Participant D was opposed to low-income or Section 8 apartments in Tukwila Village. She wanted to see more expensive housing, and low-priced condos because she thought that home-owners would be more likely to respect their homes than renters. She also did not want to see dollar stores because they are “cheap looking.” Participant C agreed that Tukwila Village should not have dollar stores, but for a different reason: “they sell cheap stuff that ends up in a landfill. Dollar stores are not classy enough for that kind of space.”

After a long discussion about nightlife, nightclubs, and bars, the group reached a consensus that there should be no establishments that are strictly bars. Instead of drinking, the focus should be on music. Participants were worried about having children in the same facility as a bar.

Participant C was concerned that a concern over safety in that area could swing developers toward gentrification, which would push low-income residents out of the city. It appeared that she wanted a more balanced approach to community development that

incorporated the needs and assets of the resident community. Participants A, B and E agreed that it was important to “keep in mind the salaries of people who live here. They can’t afford much.”

Parents Focus Group

Foster Public Library
August 6th, 6:30-8:30 pm

Facilitator: Betty Zou
Scribe: Kelsey Jones-Casey



Participant's features have been blurred to protect their privacy.

Parents Focus Group

We contacted 22 parents, and 12 people confirmed. However, only two parents (a married couple) attended the Parents' Focus Group (held at Foster Library), despite the many phone call, mail and email invitations. The couple (referred to as "the Jones") was a middle-aged couple with two young daughters. The husband is in the military, and the wife is a nurse.

Where They Shop

The Jones currently shop at Safeway, Costco, or Albertson's. They go to Costco to buy in bulk. They used to go to Larry's Market (and Tukwila Trading Company) until they saw "green meat" there and other expired food. They said a man at the store "got friendly" with her daughter who was there selling Girl Scout cookies. She said, "There are no lights at the store; it is not desirable. Lower class people shop there because it is priced for them."

For clothing and jewelry they shop at Target and Claire's. The only reason they leave Tukwila to go shopping is to go to outlet malls, which they visit "on the way to somewhere else."

They don't eat on International Boulevard because it is all fast food. Mrs. Jones used to go to Jack in the Box, but left because there were "kids cussing all over the place." The family eats at IHOP, Southcenter restaurants, Red Robin, Azteca, and Claim Jumper. They eat out about 1 or 2 times per month

Repeated Themes

- There should be underground parking or "hidden" parking.
- A covered **outdoor performance theater**/amphitheater for plays, music, flea markets, farmers markets, art shows.
- True Value/Ace Hardware
- Library
- Monitored activities for young people
- **More computers**—kids will always be there. "If the library is twice as big, there should be three times as many computers. It keeps kids off the streets. It's better than an arcade."
- **Community center**—parents would even pay to have their kids in programs: tumbling classes, gymnastics, dance
- Children's athletic programs
- Homework help for "latchkey kids"
- ESL classes for non-English speakers
- A place to hang out
- Mom and pop coffee shop (locally-owned)
- Bakery
- Flags to represent all cultures/even those whose country doesn't have a flag
- Shoe-repair shop
- "Welcome" written in all languages on entrance

Innovative Ideas

He suggested building a sky-bridge across 144th Street and Highway 99 because there is too much traffic around the development site. He thought that more people would walk if there was a safe way to cross the street.

He also suggested eco-friendly strategies for water conservation including water re-use, cisterns, collecting rainwater, using solar water pumps, etc. He said that Tukwila Village should be innovative and use the resources of the Seattle-area relating to green building and sustainability. He said, “It should be a village. It should be more up-to-date. It shouldn’t follow the trends of the automobile. Look to the future!”

Other Suggestions

- The Jones would like “real food, not fast food” restaurants in Tukwila Village. They specifically would like “good Chinese food—authentic Chinese food.”
- Mr. Jones said that, “Arts and culture will broaden people more than ethnic restaurants.”
- “Inside art gallery is a must—and with a diverse portfolio.”
- The couple suggested noise barriers.
- They agreed and said, “It would be nice to have a Bartell Drug in Tukwila Village.”
- “If it is in Tukwila Village, it should be locally-owned, small mom-and-pop restaurants”

Concerns

The Jones said, “Bars are not necessary.” They think that a bar inside of a restaurant might be appropriate, but otherwise a bar would attract “the wrong sort of people.” They also do not want to see high-rises, but would approve of “micro-rises” of about eight stories. They don’t want to see movie theaters, gambling, fast food, or arcades (“Too many parentless teens running around.”).

Seniors Focus Group

Tukwila Community Center
August 7th, 2008, 1:30-4:30 pm

Facilitator: Betty Zou
Scribe: Kelsey Jones-Casey

Seniors Focus Group

We contacted 16 seniors and 10 confirmed. However, only 5 participants showed up. The Seniors Focus Group was held at the Tukwila Community Center. The participants include: Participants A and B (a married couple), and Participants C, D, E, and F. 4 participants were Caucasian and one was African American. Participants A-D live close to the Tukwila Village site, but Participant E lives near Skyway.

Where They Shop

All participants said that they shop at Bartell Drugs instead of Walgreens because Walgreens bought the old hardware store. “All the old timers boycott Walgreens,” says Participant D.

They also said that they do not shop at Tukwila Trading Company for many reasons: 1) “There is weird food that we are not used to” (Participant D), 2) “Strange folks” (Participant A), you have to buy ten pounds to get good prices (Participant A), 3) “There are lots of Cambodians and Somoans and Somalians” (Participant B).

Someone mentioned that they shop at Burien’s Grocery Outlet. A few people shop there for canned items. All of the seniors can drive and have access to a car. Participant C mentioned Cash and Carry, but everyone else agrees that that is not “a regular grocery store.” When someone else mentioned Safeway, another responded, “Oh, that’s far away.”

Repeated Themes

- **Trader Joes.** Everyone agreed that there should be a Trader Joe’s. They want a store with health food. They prefer Trader Joe’s “because the people are so nice at Trader Joe’s” (Participant D). We also assume that it is because they have health foods that are affordable.
- **Coffee shop** and a place to sit outside (most people like Starbucks)—especially somewhere that would be convenient to walk to
- **Second-hand shop or consignment stores.** Everyone said that they would shop at a store like this.
- **Dollar stores.** People were excited about having a dollar store.
- Bigger or more meeting rooms at new library.
- “Craft fair with all the different cultures here.” (Participant C)
- **ESL classes** for refugee/immigrant seniors who don’t speak English
- Fitness Center
- **Performance Stage.** The focus group was divided on this. Some thought that the stage at Foster High School was sufficient.
- **“A good hardware store.”** All participants were enthusiastic about having a locally-owned small hardware store similar to the old Tru Valu.

Other Suggestions

- A pancake shop

- A restaurant like “Young’s at White Center”
- “Something for the kids to do”
- An “old fashioned” breakfast place
- “I’d eat out more often if I could just go down to the corner,” Participant D said.
- Computers for seniors at the new library/computer classes for seniors
- Nail salon, beauty shop, and barbershop
- Foreign language classes
- Genealogy classes
- **Low-income housing.** Participant D said, “I’ve lived here for 50 years and I don’t want to leave.” Participants C, D and E all agreed that it was important to have low-income housing—especially for seniors. Participant D would live in a senior housing arrangement where she didn’t have to cook, and where there were busses to doctor appointments, etc. Traffic on the highway was not a problem for her.

Participant C said that there should be “nice, low-income apartments for seniors” because there are so many seniors in Tukwila. She mentioned that she volunteers to do taxes for seniors in Tukwila, and most of them cannot afford to do the senior trips the city puts on. “There is no where else I’d rather live. It’s a special place to me.” She said that transportation could be improved upon for seniors (busses, etc.). Participant B agreed, and said that she would like to see more bussing and van options to Tukwila Village.

Participants A and B wouldn’t want to live in low-income housing at Tukwila Village, but thought that it was a good idea.

Concerns

The Seniors Focus Group had many concerns. They worried about safety in the area where Tukwila Village will be. Participant A, “I wish that they would clean up the highway.” Someone else said that we “should keep ‘those’ people out.”

There were many stores that the group did not want to see at Tukwila Village. Participant C says that she doesn’t want to see any more ethnic food restaurants, but others disagreed. Participant A says, “It would be hard to get away from ethnic food considering the area.” Betty Zou asks “Do you think that there are too many here already?” Participant C says, “Yes, in my opinion.”

People agreed that there shouldn’t be any high-end, high-priced stores because people in Tukwila cannot afford those types of stores. They also didn’t want casinos or another movie theater (“Because there are two in the Southcenter Mall”). They had mixed feelings about an art gallery, and seemed to agree that it wasn’t an essential element at Tukwila Village.

Teen Focus Group

Foster High School Library
August 18th, 2008

Facilitator: Kelsey Jones-Casey
Scribe: Betty Zou



Participants' features have been blurred to protect their privacy.

Teen Focus Group

The Associate Student Body (ASB) faculty adviser, Mike Shannon recruited students for this focus group. He gathered a group of student leaders who were working at the Foster High School orientation. Due to our limited time, the focus group was held after the autumn orientation, and only student leaders agreed to stay.

There were 8 students, 2 males and 6 females. All students were seniors in high school. 1 female student is not currently a registered student at Foster High School, but had attended there in the past. One of the male students is the ASB president. 2 students were a couple, and the female is pregnant. All students were students of color (African American, Mexican American, and Cambodian American).

7 students are 17 years old, and 1 is 18 years old. 4 live in walking distance of Tukwila Village. Their primary modes of transportation vary. 2 use public transportation, 4 drive a car, and 2 are pedestrians only. 3 students have part-time jobs, 2 students get spending money from their parents, and the rest did not answer where they got their spending money.

Many of the students are currently involved in extracurricular activities including volleyball, football, ASB, Neighborhood House Program, and Young Life.

All of the students currently live with their parents, but plan to live on their own in 5 years. Most do not know if they will stay in Tukwila, but all said that they “may stay if the look of Tukwila changes.”

Where They Shop and What They Do

Hanging Out

When asked what they do after school, 2 said that they go to Southcenter Mall to hang out, and 5 said that they go straight home. On the weekends the teens go to Southcenter Mall, hang out at friends' houses or at their own homes, sometimes go to Family Fun Center, but all complain that “there are not enough places to go to, so we go to the same places all the time.” One female student said that no teens want to spend money. When there are free things to do, however, they will participate.

The teens do their homework at the Foster High School library because there is more room than at the Foster Public Library. They all said that they cannot do homework at home.

Purchasing

The students primarily go to Bartell Drugs to purchase snacks and other things. They go to Costco with their families for shampoo and toiletries, but they prefer to go other places because they don't like the “cheap” store brand products their parents purchase. No one goes to Safeway, because it is too far away.

5 students said that sometimes they go to Tukwila Trading Company, mostly because it is the closest grocery store. They buy fruit and candy there. The general feeling was that

they go there out of necessity and do not particularly like it. One student said, “The place looks like a barn.” They suggested “they could clean it up and make it nicer.” However, there is a Chinese food kiosk at Tukwila Trading Company that is popular with the teens.

Eating Habits and Preferences

The teens had varied eating habits and preferences. 4 of the teens eat out more than twice a week and 2 do not eat out at all. For lunch they most often eat at school, bring a lunch to school, or eat at home. Sometimes some of them go to Jack in the Box or 7-11. Money that they get from their parents for school lunch was on average \$10. It appeared that most of the teens eat home-cooked food, except for the couple who was “on [their] own.”

When the teens did go out to eat, they went to Simply Thai, Applebees, McDonalds, Pizza Hut, Subway, Red Robin, and Asian restaurants.

Repeated Themes

The teens repeated many of the same desires as other focus groups, including the following:

- **Increase security** at the site so that they feel safe going there without it being overrun by the kind of “bad” people who usually hang out at Jack in the Box.
- **Café.** There was a lot of excitement over a mom & pop café where they can do homework, and get drinks and snacks.
- **A study center** with quiet study area and an area where students can get homework help from adults and tutoring. The teens suggested that a café be attached to the study area.
- **A gym or exercise facilities.** All of participants wanted a work out center. None of them use the community center because 1) it is too far away, 2) “it is full of old people,” and 3) the activities there are geared towards middle school kids.
- **Daycare center.** Every participant was excited about this because there are a lot of students at Foster High School with children (They said, “Foster has the 2nd highest teenage pregnancy rate in Washington.” One student expressed concern that a daycare center may promote teen pregnancy.
- **An affordable spa with massages.** The teens wanted to demonstrate that “we’re not just thinking of ourselves.”
- **A nail salon.** The women suggested that a nail salon have student specials to make it more affordable.
- Wants to put up **flags from around the world** in the food court

Innovative Ideas

- An important aspect of this student center is that it should be membership only. Like a library membership, it should be free, but only Tukwila residents are likely to ask for membership. This is a good way to keep track of who is there, and may help to keep it safe.
- They also wanted an age limit area, approximately 17~35 year olds. They did not specify if this was the study center area.

Other Suggestions

Suggested Stores:

- Easy Street Records
- Craft store
- School supplies store
- Maternity store
- Kinko's (every participant agreed on this)

Suggested Restaurants:

- Sit-down restaurants instead of food court. If there was a food court, it should look more upscale like the one at Seattle Center (not like the one at Southcenter Mall, because it is too crowded)
- Coldstone Creamery
- Panda Express
- Quizno's
- A "Sisters Coffee" instead of a Starbucks (everyone was in agreement that the City of Tukwila should ask Sisters Coffee to open a café in Tukwila Village).
- "Community places"
- Restaurants that they don't already have nearby
- Sonic's
- Tooty Fruity
- A quieter place
- A place where they can go with adults, but not feel immature
- Restaurants where they feel like they have a right to be there
- Sushi bar (two students suggested this)

Suggested Services:

- The library at Tukwila Village should be integrated with the school and work with Foster High School on programs and activities for students. The teens currently do not go to Foster Library because it is too small and crowded. There are not enough computers. If the library at Tukwila Village is larger with more computers, they would do their homework there.
- An idea that generated from all of this is that there should be a student center that resembles a college campus. It should have a study area with adult tutors. There should be exercise facilities, a café for snacks, drinks and hang out. It seems that the idea was that they wanted a place where they would be comfortable with their peers, and not over-run by younger children. They also did not want to make the seniors feel uncomfortable by being loud and rowdy.
- A place where they can use the photo copying, print pictures, get supplies for making collages, and prepare presentations for school.

Other Suggestions:

- They want to create an atmosphere that is similar to the mall. They want it to look nice and feel more “upscale.” However, they want it to include only affordable stores.
- Change the name. The teens do not like “Tukwila Village.”
- They mentioned many times the need of a place for teens to hang out and do their homework. They wanted to get tutoring and homework help. They wanted to have a place where students and adults can be comfortable together, where they do not feel unwanted by the adults.
- Jukebox and internship possibility for students
- Tukwila needs a Planned Parenthood
- The students thought an arcade area would be OK, but not if the whole place was a big arcade. It should also be nice looking, welcoming, and not easily overrun by people who want to fight. It should look nice, but be affordable.
- Karaoke
- Open-mic nights
- A festival where people all can get together
- The students were excited about the idea of a space where young people can learn about art, create art, display art, and sell their art. They liked the idea of weekly special activities/workshops.
- The teens did not suggest doctor or dentist practices at Tukwila Village, but all of them said that they go to Seattle for their doctors, and Southcenter for their dentists.

Concerns

The teens had many concerns about the area surrounding the proposed Tukwila Village. One male student said, “Pacific Highway looks ghetto.” They suggested that the City of Tukwila remove the hotels in that area because they encourage prostitution. All of the students said that they feel uncomfortable in that area both in the night and the day.

Most of their other concerns revolved around the general feeling of the development. They want a place with an “upscale feeling” that is not too expensive for them to use. They want a clean environment where they feel safe from street fighting and bullying. They reached a consensus about what they hoped the atmosphere would be like: “a college campus.” Based on their desire for that type of environment, they *do not* want the following:

- They do not want the name Tukwila Village because “it sounds like where old people go,” or “a retirement home.” They think the name should reflect the High School because it is so close. They suggested naming it after a person, but not Martin Luther King Jr. because he already has many namesakes.
- 4 students do not want a dollar store there (4 students did not care, and they may have hesitated to say they did want a dollar store because they were embarrassed.)
- One student said that he “did not want a ‘nice-looking swap meet.’” When asked what he meant, he explained that he did not want some ugly stores around, but

just a better place to hang out. He said that he didn't want "stores that sold ugly rugs or that are run-down looking."

- They said that they did not want "stuff that would make them look broke"—meaning that they did not want stores that were "cheap-looking."
- They also do not want "big rich" stores. They didn't want any major brand names that they could not afford. They want retail that is somewhere in the "middle."
- In general, the teens wanted to change the feel of the place from the "ghetto" to something more "yuppie."
- When asked if they would like a farmers' market, 2 teens *did not* want it. They felt that it sounded like a place for "bargaining" and wouldn't "match" the more upscale place that they envisioned.
- Many said that they would not like an indoor market place (like Pike's Place Market) because it gets dirty and too loud.
- They do not want a salon or barber shop because they already have places that they are familiar with, and they are unlikely to change services. They want a place that "could do [their] kind of hair," and are doubtful that any new salon would be better than the ones they currently frequent.
- They don't want something like Jack-in-the-Box, where rough people hang out.

Latino Focus Group

Foster Public Library
August 13th, 2008, 6:30-8:30 pm

Facilitator: Kelsey Jones-Casey
Scribe: Betty Zou



Participants' features have been blurred to protect their privacy.

Latino Focus Group

The volunteer parent ambassadors contacted 25 Spanish speakers, and 12 had confirmed that they would come, but only 8 showed up. Of the 8, 7 were female and 1 was male. The single male came with his wife. All respondents are parents of children under 18, and many of those children were present at the focus group.

Half of the respondents live within walking distance of the site. 5 of the people's primary mode of transportation is by car, and the other three is by bus.

Where They Shop and What They Do

Grocery

The male respondent answered that he regularly shops for groceries at WinCo, Costco, Sam's Club and Safeway. He mostly goes to WinCo and Costco because they are cheaper and sell in bulk. All respondents said that they drive to the grocery store instead of walking, bussing, or biking. For toiletries, the respondents go to Walmart and WinCo. The male respondent said that things that they cannot get at stores like Walmart at Winco are "oils for washing hair" and will go to Safeway for these things. All respondents agreed that they mostly go to Safeway for regular household items. For items specific to their cultural needs, they go to local shops. Culturally specific products include: Mexican candies, bread, and natural products such as beans, oatmeal and teas. They used to go to the dollar store in that area, but it is no longer there.

When participants were asked whether or not they go to Tukwila Trading Company, all participants gave gestures to indicate that it was mediocre. One woman said that it was "so-so." One respondent said that she goes. One respondent said no. One respondent gave a story, and said that she used to go to Tukwila Trading, but does not anymore. This is because one time when she went, they made her put her backpack up front. This made her angry, and she no longer goes. Another respondent said that it may be because they have many shoplifters and are trying to prevent theft. Most respondents said that they would go to Tukwila Trading during emergency situations because it is close. If they cannot get to a Safeway or Albertson's, they will go. The reason that they do not go to Tukwila Trading Company regularly is because it is "very expensive," and you have to buy a lot in order to enjoy the sale.

Restaurants

When asked how often they go out to eat at restaurants, 1 responded rarely, 2 said once or twice on weekends, and another two said three times a week. The respondents typically go to McDonald's, Teriyaki, Old Country Buffet, Panda Express, a small El Salvadorian restaurant, a Mexican restaurant, and taco buses

Repeated Themes

Many of the responses given by the Latino group were repeated throughout the other focus groups. They include a desire for the following:

- **Grocery store.**

- **A market for inexpensive vegetables, or a place to purchase fresh produce.** The group suggested a market similar to McPherson's Market on Beacon Hill where many of them drive to get fresh produce.
- **Dollar Tree.** They suggested a Dollar Tree for inexpensive toys for children. One participant commented, "Children break things so easily, so it is not practical to buy them nice things."
- **An independent bookstore.** This group also suggested a multilingual bookstore that offered reading materials in many languages and appropriate for many cultures. According to the group there are no bookstores of this kind in the area. They specifically asked for a bookstore that was not "like a Barnes and Nobel."
- **A gym or fitness center.** This, according to the group, should be accessible to low-income people.
- **English classes.**
- **Computer classes.**
- **Employment center.**
- **Community center.**
- **Planned Parenthood.**
- **Community clinic.** The group said that other clinics are too far away for them.

Innovative Ideas

- We thought that the group's suggestion of an independent multicultural-multilingual bookstore (see above) was an innovative twist on a commonly recurring theme.
- One of the children present said that he would like to have a museum with rotating themes that change every month or so (e.g. insects, or dinosaurs).
- Big restaurants with a see through window and an enclosed playground, so parents can watch their children play while they eat

Other Suggestions

The group had many other suggestions that were not repeated as often (if at all) among other participants in other focus groups. They include:

Shops:

- **Safeway**
- **Albertson's**
- Party supply store.

Restaurants:

- **Buffet-style dining**
- **"Family-friendly."** The group emphasized family-friendly dining throughout the focus group, including a family-friendly food court.
- **Teriyaki**
- **Market.** There is a place in Tacoma that is an open market. It has different kinds of food, 2nd hand clothes stores; it is "beautiful" and has food court. This is the kind of place respondents said that they would like to see at Tukwila Village.

Services:

- **Police Resource Center.** The police resource center should have different languages available, like the one at Factoria Mall in Bellevue. There should be a call-in number with services available in many different languages. There should be someone at the police resource center for 8 hours a day. If a police officer gets called away during an emergency, there is often no one there. Many people may have questions that are not 911 related, but there should be someone there. The police should also be kinder to the people they detain.
- **Department of Licensing**
- **Pediatric dentist.** An affordable pediatric dentist because the one currently in Tukwila is very expensive.
- **Music classes for the children**
- **Church.** The male participant said that for the community that lacks a church, he would like to see a church at Tukwila Village. He emphasized that if it is a private entity, and they can rent it, then it is up to the tenant what kind of a place they want it to be. Therefore, a church would be suitable.

Other Suggestions:

- **Recreation center/sports.** The group wanted a place where kids could play basketball, soccer, and swim.
- **Indoor play area for kids.** Participants said that winters are cold, and their children do not have anywhere to play inside.
- Chuck E Cheese
- Family Fun Center
- **Banquet Room.** Participants would like a place to rent for kids' parties. It should be at a reduced cost and hold about 100 people. Many people in the Spanish-speaking community don't celebrate December birthdays for their kids, but wait until the summer when the weather is warmer to celebrate. They would like an indoor area where they can celebrate those winter birthdays. They would also use the large meeting/banquet room for cultural festivals such as: quincineras (an important celebration of a young girl turning 15 and entering adulthood) and first communions. The space at the Community Center is currently too expensive. The space should be accessible and affordable.
- **Cultural performances and events.** Some of the participants go to Crossroads Mall in Bellevue, and watch performances from different cultures every week. They suggested that Tukwila Village should have regularly scheduled events like this.
- **Apartments.** One respondent said that there is a need for apartments and she would be interested in renting there. Local rents are becoming very high, and she would want something more affordable. However, another participant said that she would NOT like to have condos or apartments there. She feels that there are already too many apartments and the people who live there are "not so good." Adding more apartments would only contribute to the current crime problems.

Concerns

Members of this focus group did not want to see the following at Tukwila Village:

- No bars
- No casinos
- **Religious stores that cater only to one religious group.** This participant said that if there is a store that sells things from one religion then it should also sell things from other religions. It would not be fair to allow one store to sell things from only one religion, and she feels that this would not be very inclusive. Instead, all religions should be included.

Other concerns about the area included:

- Prostitution and drugs are available in that area.
- The Jack in the Box across the street is racist and treats customers badly. It is also dirty.
- One of the participants was a volunteer parent ambassador and said that when she surveyed people, many said that they would drive through the area, but were scared to walk there.
- They often see people who are on drugs and drinking.

Meskhethian Turk Focus Group

Samara Apartments “Cabana”
August 10th, 2008, 6:00-8:00 pm

Facilitator: Kelsey Jones-Casey
Scribe: Betty Zou

Meskhetian Turk Focus Group

Amongst the group of nine women, there were 5 in their late teens to mid 20s. 3 women were likely in their 30's, and another 1 was likely in her 40s. Three of the younger women were related: 2 were sisters, and 1 was their cousin. All of the women were mothers with more than 1 child under the age of 18.

The three youngest women were also pregnant. All of the women have been in the US for an average of 2 years. For at least 3 of the women, Tukwila was not their initial city of resettlement, but they chose to move here from elsewhere.

Where They Shop and What They Do

Most of the women shop at Tukwila Trading Company because it is close to their apartments; they walk there. They also shop at WinCo and a Chinese store in Burien which has a Russian foods department. They drive to WinCo, primarily carpooling or one person shopping for all the families.

The group generally does not go out to eat at restaurants because they are too expensive. However, they would be more likely to go to a restaurant if it was not expensive. When they do go out to eat, they sometimes go to Chinese restaurants. They all want a Turkish restaurant in Tukwila Village.

None of the participants go to any arts or cultural activities, because they are too far away. If activities were closer then they would go.

Repeated Themes

The women repeated many of the same requests as other focus groups. They wanted to see the following at Tukwila Village.

- Affordable groceries
- An ESL center
- Affordability
- Banquet hall/rental space
- Coffee shop/tea shop

Other Suggestions

The following are suggestions that the women made:

- **Entertainment for the kids.** Everyone emphasized the importance of having a place where the kids can play. If there is a place for the kids to roam around and be safe, then the adults will be able to go there as well.
- A place like Family Fun Center
- Shopping
- Affordable clothes
- Ross

- **Large meeting/banquet rooms** that can be rented out for big weddings and dancing.
- More conservative clothes
- Employment center/job training
- **Coffee shop/tea shop** (they said that “Starbucks is okay.”)
- **Doctor and dentist** because current providers are too far away.
- Dentist
- Hair salon
- Beauty salon
- Beauty school
- Tailor/seamstress who is able to make Russian dresses that are appropriate for Muslim women.
- After-school activities for children or classes for children in art, music, and traditional dancing.
- Classes for adults (e.g. sewing), or Community College branch, or ESL
- Daycare
- Turkish restaurant

There was also much excitement over an ESL center and a meeting/banquet room for weddings and dancing. Everyone was also excited about having a coffee shop or tea shop, regardless of what kind.

Somali Community Leaders Focus Group

Safari Restaurant
August 13th, 2008, 3:00-5:00 pm

Facilitator: Betty Zou
Scribe: Kelsey Jones-Casey



Participants' features have been blurred to protect their privacy.

Somali Community Leaders Focus Group

The Somali Community Leaders Focus Group was convened by the Education Coordinator of Somali Community Service Coalition at the Safari Somali Restaurant on International Boulevard. The Education Coordinator gathered a group of over 20 participants. A few participants entered and left during the focus group. Those present included 4 male high school students, one young man in his 20s, two women in their 20s or 30s, and two older women, several older men, some business owners, and many parents. Almost all of the participants had children. All of the participants appeared to be community leaders of some sort. Most of them spoke fluent English, and some of them had worked in the American embassy in Somali before becoming refugees and immigrants.

Where They Shop and What They Do

When asked where they shop most often for groceries, participants mentioned Sam's Club, Walmart, the Somali "minimart" in Rainier Valley, and Tukwila Trading Company. Unlike other focus groups, there was no consensus on the best place to shop for groceries. One woman said that she shopped at WinCo "for big things," suggesting that there are discounts for buying in bulk. Most participants agreed that they shopped at Tukwila Trading Company only because it is nearby, and that that was how they made their shopping decisions—whatever is "easy to reach" and "whatever is most convenient."

One senior male participant said, "We have enough grocery stores and ethnic shopping." He wanted to see more restaurants and coffee shops. The group did not agree or disagree with him. However, most agreed that it would "be bad" to add Somali stores inside of Tukwila Village that would compete with already existing stores in the immediate area.

For fun parents take their children to a park, or to a basketball court. They also picnic outside, take the children swimming, eat at Old Country Buffet, go to the water park, and sometimes go to Family Fun Center.

Repeated Themes

Like most focus group participants and survey respondents the Somali Community Leaders wanted to see Starbucks, an electronics store, and a hardware store. Women wanted "somewhere where teens can go have fun." Everyone liked the idea of having a library in Tukwila Village. Everyone also wanted an affordable daycare center available at Tukwila Village for neighborhood parents, people who work at Tukwila Village, and customers.

Innovative Ideas

One idea that sparked much interest and conversation was to have a community fitness center that catered to the Muslim community by having women's and men's specific training areas (either physically separate, or at different times). One woman mentioned that she had a daughter, and said, "I don't want her swimming in public, but I want her to get outside." The women agreed that they would like to bring their daughters to such a

gym or fitness center. They mentioned that such a place should have a swimming pool, sauna, and Jacuzzi.

The teens agreed because they wanted to work out in a fitness center or weight room, but the community center is too far away. None of the teens had access to a car, and so they had to walk to the community center, which is several miles from 144th and International Boulevard.

Another important point made by the teens was that they wanted access to public computers and homework help at varying hours. Most of them have jobs and family responsibilities that prohibit them from going to the library or after-school help between 4:00 and 6:00 pm. They said such traditional programs don't meet their needs.

The last innovative idea that we heard during this focus group was to have a Somali coffee shop "like coffee shops back home." This kind of coffee shop would have Somali chai tea, snacks and sweets, "the smell of coffee beans roasting," Persian rugs hanging on the walls, and cushions on the floor to lounge on.

Other Suggestions

Some of the teens suggested building a recreation center at Tukwila Village where community sports teams (divided by age group) could train and practice.

Women wanted to see "activities" at Tukwila Village, "because [they] don't eat out." Some suggested activities were fitness center workouts, swimming, and book clubs. Other participants wanted to see a family play center, party supply store, community meeting hall where they could hold post-Ramadan festivities, and gift stores.

Their community typically hosts a post-Ramadan feast for between 500 and 1000 people at Foster High School, and would be interested in renting space for that event at Tukwila Village in the future. Participants mentioned that they could invite other community members to this event to share their food and culture.

One woman said that she would like to be able to go "somewhere where it is quiet and you can see grass and water."

Most participants agreed that buildings in the surround area should be remolded to "contribute to the city's beauty."

Concerns

Similar to other focus group participants, the Somali Community Leaders did not want to see fast food or junk food sold (because of the health issues it creates--like obesity), casinos, nightclubs, liquor, or stores "like Déjà Vu." They also did not want to see stores that were unaffordable to them.

While they supported the idea that "including restaurants from all ethnicities is good for the community," participants were worried that they wouldn't be able to eat at Asian or

Latino restaurants that serve pork. Muslims are prohibited from eating pork. Because customers don't always know if pork was cooked in the same pans or prepared with the same knives as other food, they avoid restaurants that sell pork at all. "We can't trust it if we can't see it," one woman said. Participants suggested Thai food, a seafood restaurant, or other pork-free establishments.

Participants were also concerned about the elders in the Somali community. They were concerned that they do not have anywhere to hang out together, and also that they were struggling financially for housing and other expenses.

Lastly, it seemed that women would not dine out at restaurants that did not have separate areas for men and women. They suggested that at least one restaurant in Tukwila Village be arranged appropriately for Muslim clients.

Somali Women Focus Group

Refugee Women's Alliance
July 31st, 2008, 11:30-12:30 noon

Facilitator: Kelsey Jones-Casey
Scribe: Betty Zou



Participants' features have been blurred to protect their privacy.

Somali Women Focus Group

We held the Somali Women focus group in a classroom at the Refugee Women's Association (ReWA). The focus group followed a beginner's English class. ReWA helped us organize the group of 13 women, and a majority of them were students of the class. The interpreter was the Employment Case Manager.

Of the 13 participants, 4 live in SeaTac, and the remaining women live in Tukwila. At least 2 of the 13 participants are Somali Bantu. Majority of the women commute by foot or by car. Only 4 responded yes to having a car. There were 12 participants that had children under the age of 18. There were 2 elder participants, and the rest were in their 20's to 30's.

The mood of the focus group was generally lively and engaging. The participants showed interest and actively expressed their opinions. The group was largely in agreement. At times, one person's answer would affect another person's answer. There was some difficulty in getting a broader spectrum of ideas. They generally agreed with one another.

Where They Shop

The majority of the group buy their groceries from WinCo. About 4 answered that they sometimes shop at Safeway, and one woman shouted out Larry's Market as a place she sometimes go, and a few others agreed. [They may have meant Tukwila Trading Company because it used to be Larry's Market.]

The Somali women share the following shopping behavior:

- They all agreed that they shop at the halal market for meat.
- They all agreed that they prefer to buy bulk.
- They buy their Somali spices at small local Somali stores.

For everyday items such as toiletries, cleaning supplies and household needs, they shop at Safeway, Target and Walmart. For Somali beauty supplies, they go to small local Somali stores; they all prefer Mubarik.

When we asked them what types of Somali products they were missing in Tukwila, they immediately responded Somali beauty supplies.

A few women agreed that they sometimes shop at Larry's Market for their groceries, and we believe that they meant Tukwila Trading Company.

They all agreed that they shop at WinCo more often because it is cheaper than Tukwila Trading Company and because they can buy in bulk at WinCo.

We asked them how Tukwila Trading Company could improve, and they answered that it should be closer, meaning that the current location may be difficult for them to reach by bus or on foot.

Four of the participants pay to eat at a restaurant one time a week. The others only sometimes eat out, but not often. The participants were not very responsive to the questions of eating outside of the home. They mostly cook at home and sometimes eat at their friends' homes, but not very often. They said that they did not eat out at restaurants because they did not have enough money. Everyone agreed that men eat out at restaurants. We can conclude that the men eat out at restaurants more often than the women.

The participants all eat Somali food most of the time. Five participants said that they would sometimes eat a mix of Somali food and American food. Some said that if they wanted to eat American food and had enough money to do so, they would like to go to Pizza Hut and all-you-can-eat buffet.

As for coffee shops, 4 women said they would like to go to Starbucks. All participants then agreed that any coffee shop would be good at Tukwila Village. They nodded at the idea of a Somali coffee shop, but did not express the same excitement as they had for Starbucks.

When asked where they go to hang out with friends, all respondents said, ReWA. They agreed that there is no place for them to meet. Once a year, they rent a large community room to have a party with their friends.

Currently the participants go to Family Fun Center when they want to take their children out. Most of the time they stay home. They do not know of any places they can go for fun.

Repeated Themes

The following ideas have been repeated in several different focus groups. They are ideas that the Somali Women Focus Group agreed would be good things to have at Tukwila Village:

- **A playground for children.** The women all said that they don't have many places to go with their children, and they would like a play area for their children at Tukwila Village where they can watch them easily.
- **Grocery store.** The women were not satisfied with their current store options, either because they are too far away to reach by public transportation, or because they did not have what they needed.
- **Fitness Center.** While this came up in many focus groups, the Somali Women Focus Group brought a new angle to the idea: a women-only area or time for Muslim women so that they could have a place to get exercise.
- **Salon.** Similarly to the fitness center idea, the women would like to see a women's only beauty salon where they did not have to cover themselves.
- Pharmacy.
- Swap Meet.
- A microenterprise development organization or business incubator ("like Jump\$tart" or Washington CASH).
- An employment center.

Innovative Ideas

We think that having a Fitness Center that caters to Muslim women clients is a very innovative idea (see above). Not only does this encourage healthy communities, but it also could be a meeting place, a place for all residents to connect with each other. Rainier Health and Fitness is an example of a nonprofit gym that hosts “ladies’ nights” for Muslim and non-Muslim women.

Other Suggestions

The women had several suggestions for stores and services for Tukwila Village that would meet their needs:

- **Halal meat market.** This idea was repeated several times as a needed store. All of the women said that if there was a larger halal meat market in Tukwila Village, they would go there to buy their meat.
- “A place for women to feel stress free,” “a place for females only,” “a place where women can go to talk.”
- **A Somali community services center**, where they can get help and seek certain services (like Refugee Women’s Alliance).
- **Clothing stores** with Somali clothing and western-style clothing appropriate for Muslim women.
- **A large grocery store** like WinCo.
- A store like Walgreens, that sells a lot of every sort of product. The current Walgreens is too far away for the women to reach easily.
- **A furniture store** affordable for low-income customers. 6 women responded that they would shop at this type of a furniture store.
- A Somali beauty supply store
- JC Penny
- Costco
- A place to buy fish
- A private school to teach kids the Koran and Somali culture
- A DMV

The ideas the group liked the most were the halal meat market, a playground for kids, a women-only gym, a beauty salon, and a shop that sells everything from groceries to household items, like WinCo or Walgreens. They were also excited about having a place where they can get help with opening a business.

Shops that are currently too far and they would like to have at Tukwila Village are WinCo, Walmart, and Somali shopping center like the one that is currently on Rainier.

All respondents said that they would go to Tukwila Village if there was an inside and outside area with tables and chairs, where they can freely congregate.

They emphasized again the importance of having a place to meet.

Currently there are no Somali arts and festival activities in Tukwila that they know of or attend. The most important community space they all agreed to having at Tukwila

Village is a big banquet hall that they can rent for weddings/parties/festivals. They would also like to have a stage for performances.

Concerns

- All stores should be affordable and for low-income customers
- They would feel more comfortable at certain public spaces if they see other Somalis there. They would also feel comfortable if there are many other cultures present.
- They know many small business owners in their community, but worry that they couldn't move into Tukwila Village if the rent was too high.

RECOMMENDATIONS FOR FURTHER STUDY

After our study and analysis we have several outstanding questions:

- 1) How do you integrate a variety of cultures into the Tukwila Village development in a serious, not perfunctory way? For example, how do you design a space that is comfortable for all cultures, rather than simply “hang flags” from different countries?
- 2) Can you make a development that is clean, nice, and comfortable without sacrificing affordability for low-income customers?
- 3) How do you integrate marginalized groups into the development process? Especially if they do not speak English?

To answer these questions, we suggest that you talk to similar projects, such as the Neighborhood Development Council in Minneapolis, the indoor markets in Toronto and Tacoma, and Bellevue Square.

We also suggest that you continue to hold focus groups with different groups in Tukwila—especially those who do not traditionally participate in community meetings, forums, or city council meetings. These groups should expand the work that we have already done to reach a cross-section of Tukwila. You should hold focus groups with members of the Bosnian community, Vietnamese community, GLTBQ (Gay, Lesbian, Transsexual/Transgendered, Bisexual, and Queer) community, and African American community.

To reach non-English speaking or newcomer populations, we suggest that you network with community leaders and liaisons, visit apartment complexes where they live personally, and enhance the budget for translation and interpretation services. You should make an effort to include all socio-economic classes of people within those groups, instead of relying on “community leaders” to speak for “their group.”

While our focus groups captured some information about the market in Tukwila and surrounding areas, we suggest that you do a more thorough market analysis of all of the services and stores that we have recommended in this report.

RECOMMENDATIONS FOR TUKWILA VILLAGE [See Executive Summary]

We have developed these recommendations based on the assets of the community, their identified needs, and their desires for Tukwila Village. Out of the focus groups we conducted surfaced several recurring desires for Tukwila Village. We suggest that you incorporate them all into the project.

Businesses:

- Market for produce and other goods
- Locally-owned Café
- Foods from different cultures
- Bakery
- Bookstore

Atmosphere:

- Child-friendly environment
- Affordability
- Hang out place
- Outdoor areas
- Stage

Services:

- Multi-use rental space
- Computers/homework area
- Cobbler
- Children and teens' activities/sports
- ESL
- Affordable fitness center
- Hair salon

Some participants mentioned innovative ideas that met the identified needs of residents. We suggest that these also be incorporated into the project:

After gathering and analyzing feedback from more than 300 residents of Tukwila, we think that Tukwila Village should embody the diverse populations and changing demographics of its city. This was echoed both by newcomer populations, but also by long-term residents, seniors, and American-born families. Contrary to our hypotheses, *all* focus group participants commented that they saw their city's diversity as an asset, not as a liability, and that it should somehow be incorporated into the environment at Tukwila Village.

We would prioritize **gathering places** for adults and **play areas** for children. Such gathering places should include outdoor seating areas for customers and non-customers alike, and café-style seating indoors with comfortable and sturdy furniture that is located near indoor fireplace. The café-style seating should be next to a coffee house where

customers can buy snacks, and should have a large window so that parents can watch children playing outside.

The focal point of Tukwila Village should be an **indoor market** similar to Pikes Place Market in Seattle, Mercado in Minneapolis, or the South End Market in Toronto. It should carry fresh produce and meat (for all cultures), and be affordable to low-to-middle income residents. It should not be only a tourist attraction, but a place where Tukwila residents shop, gather, and work. Vendors should include specialty stores that cater to particular cultures in Tukwila.

The most important characteristics of an appropriate and successful Tukwila Village would be **affordability** to low-income residents, **clean** and upscale facilities, **calm** and welcoming atmosphere (different than a shopping mall), **locally-owned** businesses, **affordable daycare** for shoppers and workers, and elements that express and welcome **cultural diversity** in Tukwila (including signs in many languages, ethnic food stores, ethnic clothing stores, etc.) The later would not only serve the immediate community, but also attract curiosity-seekers and tourists.

Essential Elements for Community-Building at Tukwila Village are:

- 7) **A community fitness center** where people of all backgrounds can exercise and interact together, similar to Rainier Health and Fitness in Seattle.
- 8) **A community garden or P-Patch** where earth-conscious and health-conscious people interact with immigrants who grow their traditional vegetables, and children's groups who are learning about growing plants in school. This should be an outdoor focal point that draws residents into the Village.
- 9) **A multipurpose room that is affordable to rent** for community gatherings (such as traditional weddings for different cultures in Tukwila, birthday parties, cultural celebrations, etc.), and which displays art by local artists and teenagers. This should be a place that is **always in use**, and a place that is full of energy, where people enjoy being.
- 10) **Visual representation of different cultures.** This can include flags, maps, artistic photography, and traditional handicrafts. However, it should also mean hiring workers that represent the community so that all groups feel welcome at Tukwila Village. There should be seniors working alongside teens, Somali refugees working alongside Vietnamese immigrants, etc.
- 11) To accommodate the large Muslim community in Tukwila, there should be **“women-only” places** where women can exercise, gather, talk, eat, watch their children, and interact with women from other cultures.

12) Restaurants should be as much about an experience as eating. The Somali community suggested a Somali-style coffee shop (“like in our home country”) where customers relax on cushions on the floor, and there are luxurious Persian rugs on the walls.

Lastly, we suggest that you work with a microenterprise development organization or business incubation program to develop new entrepreneurs in the City of Tukwila. We observed great enthusiasm for small business development in our focus group, but a recurring theme was a lack support and training for entrepreneurs.

APPENDIX A—Survey 1



TUKWILA VILLAGE

Tukwila Village will be a multi-story development at the corner of Tukwila International Boulevard and south 144th Street. This will be a space where residents can gather and connect with each other. It will include a library, neighborhood police resource center, restaurants, retail, public meeting space, and an outdoor plaza. **Tukwila Village** may also include offices, live/work, and apartments or condos.

This is a survey to find out what kinds of retail stores, restaurants, services, and cultural spaces you would like to have there. Your answers will help us tailor the development to your needs.

*Take this survey online
or find out more at:
www.ci.tukwila.wa.us/tukwilavillage.html*

ABOUT TUKWILA VILLAGE:

- 1) When you eat out at a restaurant, what restaurants do you usually go to?
Please write the **NAMES** of the 3 restaurants at which you most often eat.

1. _____ 2. _____ 3. _____
- 2) What types of restaurants or food vendors would you visit at Tukwila Village?
Please **CIRCLE** all that apply.
 - Coffee shop
 - Family dining
 - Restaurant with a bar
 - Tea house
 - Food court
 - Other (please describe): _____
- 3) Please **NAME** any specific restaurants you would like to see at Tukwila Village.
- 4) In an average week, which three stores do you shop at most often?

1. _____ 2. _____ 3. _____
- 5) What types of stores or products would you like to have at Tukwila Village?
Please **CIRCLE** all that apply.
 - Hardware
 - Books
 - Grocery/ market
 - Clothing
 - Bakery
 - Shoes/ accessories
 - Videos
 - Toys
 - Other stores (please describe): _____
 - Other products (please describe): _____

APPENDIX A—Survey 1

6) What kinds of services would you use at Tukwila Village? Please **circle** all that apply.

- | | |
|--|---------------------------------------|
| <input type="radio"/> Bank | <input type="radio"/> Lawyer |
| <input type="radio"/> Childcare | <input type="radio"/> Karaoke |
| <input type="radio"/> Dentist | <input type="radio"/> Massage |
| <input type="radio"/> Doctor | <input type="radio"/> Accountant |
| <input type="radio"/> Dry cleaners | <input type="radio"/> Tax preparation |
| <input type="radio"/> Other (please describe): _____ | |

7) Please write any cultural events, activities or festivals you attended in the last month. These may have included music, dance, or visual art.

8) What kind of art, cultural, or community space would you like to have at Tukwila Village? Please **CIRCLE** all that apply.

- | | |
|--|--|
| <input type="radio"/> Art gallery | <input type="radio"/> Movie theater |
| <input type="radio"/> Meeting place | <input type="radio"/> Conference room |
| <input type="radio"/> Stage for music concerts, dance, plays, etc. | <input type="radio"/> Open café-style seating |
| <input type="radio"/> Other (please describe): _____ | <input type="radio"/> Storage space for art supplies |

ABOUT YOU:

9) Please **CIRCLE** all of the following characteristics that describe you:

- | | | |
|--------------------------------------|---|---|
| <input type="radio"/> Male | <input type="radio"/> Artist/
craftsperson/
performer | <input type="radio"/> Working part
time |
| <input type="radio"/> Female | <input type="radio"/> Home-owner | <input type="radio"/> Parent of children
under 18 years
old |
| <input type="radio"/> Teenager | <input type="radio"/> Renter (house/
apartment) | |
| <input type="radio"/> Senior | <input type="radio"/> Working full time | |
| <input type="radio"/> Single | | |
| <input type="radio"/> Business-owner | | |

Anything else you'd like to tell us about yourself: _____

2

APPENDIX A—Survey 1

10) Were you or your parents born in another country? Please **CIRCLE**: YES NO

If yes, what country? _____

11) Which racial group do you identify with most? Please circle:

- African American
- Asian Alone
- Native Hawaiian/ Other Pacific Islander
- Other (please describe): _____
- Caucasian
- Native American/ Alaska Native Alone
- Two or more races

12) Are you of Hispanic or Latino origin? Please **CIRCLE**: YES NO

13) Please tell us what cross streets you live on:

_____ and _____

14) Would you like to give us more feedback about Tukwila Village? If you would like to meet with a small group of other Tukwila residents over food and coffee to talk about Tukwila Village, please give us your contact information.

Name: _____

Phone/Cell: _____

Email: _____

Address: _____

Do you need an interpreter (**circle**)? YES NO

In what language? _____

15) Do you know any business owners, artists, or performers who might be interested in renting space at Tukwila Village? If so, please list them below (their name and business/art):

Please return to Kelsey Jones-Casey or Betty Zou c/o:
City of Tukwila, Division of Economic Development
6200 Southcenter Blvd.
Tukwila, WA 98188
Office Phone: (206) 431-2199
E-mail: mo-intern-1@ci.tukwila.wa.us



City of Tukwila

6200 Southcenter Boulevard • Tukwila, WA 98188

Jim Haggerton, Mayor

Dear Tukwila Resident,

The City of Tukwila has been working very hard to make **Tukwila Village** a reality. As you may already know, **Tukwila Village** will be a multi-story development at the corner of Tukwila International Boulevard and South 144th Street. This will be a space where residents can gather and connect with each other. It will include a library, neighborhood police resource center, restaurants, retail, public meeting space, and an outdoor plaza. **Tukwila Village** may also include offices, live/work units, and apartments or condos. I am pleased to tell you that developers are already proposing their concepts and planning is underway.

An important part of these beginning stages is input from citizens on the types of retail, services, and products you would like to see included in Tukwila Village so the developer can tailor **Tukwila Village** to suit the needs of our community. We have randomly selected you as one of 500 citizens to receive the attached survey. Please fill out the survey and return it to us in the self-addressed stamped envelope provided. If you prefer, you can complete the survey online at www.ci.tukwila.wa.us/tukwilavillage.html. If you return the survey to us by July 31, we will mail you a \$5 gift certificate donated by the Tukwila Trading Company.

If you have any questions regarding the survey or Tukwila Village, please contact Ms. Betty Zou or Ms. Kelsey Jones-Casey at (206) 431-2199 or email mo-intern-1@ci.tukwila.wa.us. Thank you for your time and consideration.

Sincerely,

Derek Speck
Economic Development Administrator



*Take this survey online
And learn more at:
www.ci.tukwila.wa.us/tukwilavillage.html*

ABOUT TUKWILA VILLAGE:

- 1) What types of restaurants or food vendors would you visit at Tukwila Village?
Please **CIRCLE** all that apply.
 - Coffee shop
 - Tea house
 - Family dining
 - Other **specific** restaurants: _____
 - Food court
 - Restaurant with a bar
 - Noodle shop
 - Local/family-owned

- 2) Where do you buy your groceries most often? Please **CIRCLE** all that apply.
 - Safeway
 - Costco
 - Other (please describe) _____
 - Fred Meyer
 - Tukwila Trading Company
 - Bartell Drugs
 - Trader Joe's

- 3) What types of stores or products would you like to have at Tukwila Village?
Please **CIRCLE** all that apply.
 - Hardware
 - Clothing
 - Videos/CDs
 - Books
 - Other stores (please describe): _____
 - Other products (please describe): _____
 - Bakery
 - Toys/Games
 - Grocery/ market
 - Shoes/ accessories
 - Arts/crafts
 - Boutique/ independent/ local

- 4) What kinds of services would you use at Tukwila Village? Please **circle** all that apply.
 - Bank
 - Childcare
 - Dentist
 - Doctor
 - Other (please describe): _____
 - Dry cleaners
 - Lawyer
 - Karaoke
 - Massage
 - Accountant
 - Tax preparation

APPENDIX B—Survey 2

5) What kind of art, cultural, or community space would you like to have at Tukwila Village? Please **CIRCLE** all that apply.

- Art gallery
- Meeting place
- Stage for music concerts, dance, plays, etc.
- Activities for kids and teens (please describe) _____
- Other (please describe): _____
- Movie theater
- Conference room
- Open café-style seating
- Storage space for art supplies

6) How would you use a community/art space at Tukwila Village?

- Have meetings with my club or organization
- Host cultural events/activities
- Show/sell my art work
- Other (please specify) _____
- Put on a performance (music/play)
- Have a farmer's market
- Attend a street fair

7) Is there anything that you **DON'T** want at Tukwila Village?

- Fast food restaurants
- Chain restaurants/ shops
- Pubs/bars
- Other (please be specific) _____

ABOUT YOU:

8) Please **CIRCLE** all of the following characteristics that describe you:

- Male
- Female
- Teenager
- Student
- Senior
- Single
- Married
- Business-owner
- Artist/ craftsperson/ performer
- Home-owner
- Renter (house/ apartment)
- Working full time
- Working part time
- Parent of children under 18 years old

9) Were you or your parents born in another country? Please **CIRCLE**: YES NO

If yes, what country? _____

APPENDIX B—Survey 2

10) Which racial group do you identify with most? Please circle:

- African American
- Asian Alone
- Native Hawaiian/ Other Pacific Islander
- Other (please describe): _____
- Caucasian
- Native American/ Alaska Native Alone
- Two or more races

11) Are you of Hispanic or Latino origin? Please **CIRCLE**: YES NO

12) Please tell us what cross streets you live on:
_____ and _____

13) Get a **\$5 GIFT CERTIFICATE** to Tukwila Trading Company! Just complete the survey by July 31, 2008, and fill out your contact information below. (Limited one per household.)

Name: _____

Phone/Cell: _____

Email: _____

Address: _____

Would you like to meet other residents and talk about Tukwila Village? YES NO

Do you need an interpreter? YES NO

In what language? _____

14) Do you know any business owners, artists, or performers who might be interested in renting space at Tukwila Village? If so, please list them below (their name and business/art):



Please return this survey to:
Kelsey Jones-Casey or Betty Zou
City of Tukwila, Mayor's Office
6200 Southcenter Blvd.
Tukwila, WA 98188
Office Phone: (206) 431-2199
E-mail: mo-intern-1@ci.tukwila.wa.us

APPENDIX C—Tables and Charts

% of Valid Surveys by Location

Survey Locations	Total #	%
4th of July	103	30%
Mail	102	30%
Spanish	51	15%
Online	30	9%
Community Meeting	27	8%
Apartments	21	6%
City Council	4	1%
Unknown	4	1%
Total	342	

Demographics

Demographics	Survey 1	% of 342	Survey 2	% of 342
Female	59	17%	148	43%
Male	43	13%	71	21%
Teen	16	5%	5	1%
Student*		0%	11	3%
Senior	8	2%	60	18%
Single	26	8%	59	17%
Married*		0%	130	38%
Parent of Children Under 18	49	14%	90	26%
Business-Owner	9	3%	24	7%
Artist/Craftsperson/Performer	23	7%	27	8%
Homeowner	35	10%	138	40%
Renter	38	11%	74	22%
Working Full Time	40	12%	123	36%
Working Part Time	17	5%	24	7%
Newcomer	34	10%	92	27%

Demographics Compared to 2000 Census

	Combined Survey 1 & 2	2000 Census
Female	61%	47.80%
Male	33%	52.20%
Senior	20%	7.80%
Homeowner/ Owner-Occupied Housing	51%	42%
Renter/ Renter-Occupied Housing	33%	57.60%
Newcomer/ Foreign-Born	37%	26%

APPENDIX C—Tables and Charts

Racial Breakdown of All Respondents

Race	Combined Survey 1 & 2	% of 248
African American	28	11.29%
Asian Alone	26	10.48%
Caucasian	162	65.32%
Native Hawaiian/Other Pacific Islander	6	2.42%
Two or More Races	26	10.48%
Total Answered	248	

Racial Breakdown of 2000 Census

African American	12.80%
American Indian and Alaska Native	1.30%
Asian Alone	10.90%
Caucasian	58.60%
Native Hawaiian/Other Pacific Islander	1.80%
Two or More Races	6.50%
Some Other Race	8.10%

Types of Restaurants and Food Vendors Wanted

Restaurants People Want	Survey 1	Survey 2	Total
Family Dining	22%	46%	68%
Coffee Shop	16%	34%	50%
Food Court	18%	25%	42%
Restaurant with Bar	13%	20%	33%
Local/Family-Owned*		28%	28%
Tea House	4%	11%	16%
Noodle Shop*		15%	15%

Currently Shop At

Currently Shop At	Survey 1*	Survey 2	Total
Safeway	11%	37%	48%
Costco	3%	34%	37%
Tukwila Trading Company	4%	28%	32%
Fred Meyer	7%	21%	29%
Trader Joe's	1%	17%	19%
Bartell Drugs	3%	14%	17%

*Note: Numbers from Survey 1 was obtained by counting the number of times each answer was written in the space provided.

APPENDIX C—Tables and Charts

Types of Stores Wanted

Stores People Want	Survey 1 #	Survey 1 %	Survey 2 #	Survey 2 %	Total %
Bakery	57	17%	164	48%	65%
Grocery/Market	71	21%	110	32%	53%
Books	46	13%	93	27%	41%
Clothing	61	18%	75	22%	40%
Hardware	30	9%	98	29%	37%
Shoes/Accessories	46	13%	54	16%	29%
Boutique/Independent/Locally-Owned*			79	23%	23%
Videos/CDs	30	9%	48	14%	23%
Toys/Games	27	8%	41	12%	20%
Arts and Crafts*			61	18%	18%

Services Wanted

Services	Survey 1 #	Survey 1 %	Survey 2 #	Survey 2 %	% of Total
Bank	59	17%	122	36%	53%
Dentist	44	13%	86	25%	38%
Doctor	37	11%	79	23%	34%
Dry Cleaner's	27	8%	87	25%	33%
Massage	32	9%	57	17%	26%
Childcare	25	7%	52	15%	23%
Hair Salon/Barber*	48	14%	8	2%	16%
Tax Preparation	14	4%	39	11%	15%
Karaoke	21	6%	14	4%	10%
Lawyer	5	1%	26	8%	9%
Accountant	4	1%	21	6%	7%

Types of Public/Community Spaces Wanted

Public/Arts Spaces People Want	Survey 1 #	Survey 1 %	Survey 2 #	Survey 2 %	% of Total
Stage	61	18%	116	34%	52%
Open Café-Style Seating	58	17%	107	31%	48%
Movie Theater	71	21%	80	23%	44%
Meeting Place	25	7%	98	29%	36%
Art Gallery	36	11%	75	22%	32%
Activities for Kids*	NA		78	23%	23%
Conference Room	8	2%	42	12%	15%
Storage for Art Supplies	6	2%	13	4%	6%

APPENDIX C—Tables and Charts

How to Use Public Space

What People Would Do	Survey 2 #	% out of 239
Attend Street Fair	140	59%
Have Farmer's Market	116	49%
Host Cultural Event	73	31%
Have Meeting	67	28%
Show/Sell Art	30	13%
Put on Performance	30	13%

Respondents Do NOT Want

What People DO NOT Want	Survey 2 #	% out of 239
Pubs/Bars	120	50%
Fast Food	97	41%
Chain Restaurants/Shops	56	23%

APPENDIX D—Rainier Health and Fitness Center