

SAFE ROUTE TO SCHOOL RACIAL EQUITY ANALYSIS WORKPLAN

9/5/18



Seattle
Department of
Transportation

OVERVIEW

The Seattle Race and Social Justice Initiative (RSJI) is a citywide effort to end institutional racism and race-based disparities in City government. The Racial Equity Toolkit (RET) lays out a process and a set of questions to guide the development, implementation, and evaluation of policies, initiatives, programs, and budget issues to address the impacts on racial equity.

Safe Routes to School is a local, state, and national movement to make it easier and safer for students to walk and bike to school. The Seattle Department of Transportation uses a combination of strategies to work toward this goal:

- Education: ensuring that everyone learns how to travel safely
- Encouragement: promoting walking and biking in the school community
- Engineering: building projects like new sidewalks, safer crosswalks, and improved streets for biking
- Enforcement: partnering with the Seattle Police Department to enforce traffic safety laws
- Evaluation: tracking progress toward our shared safety goals
- Empowerment: providing resources to school champions

In 2015, the Safe Routes to School program launched [Safe Streets, Healthy Schools and Communities: A Safe Routes to School 5-Year Action Plan for Seattle](#). This plan directs us to apply the RET to our program in 2017 to make sure that the Safe Routes to School program delivers services equitably.

The Safe Routes to School (SRTS) RET process will:

- 1) Set racial equity outcomes for the SRTS program
- 2) a. Involve stakeholders impacted by the SRTS program, b. Analyze available data, and c. Identify root causes creating these racial inequities
- 3) Assess alignment of the SRTS program with racial equity outcomes
- 4) a. Develop strategies to create greater racial equity, b. Document unresolved issues
- 5) Identify evaluation metrics and reporting mechanisms
- 6) Share the RET document with Department Leadership, Change Team, and community members

RET STEERING COMMITTEE

A committee of City staff will meet monthly to guide the RET process including workplan development, outreach methods, and strategy development. The Steering Committee is comprised of the following staff:

- 1) Allison Schwartz, External Outreach Advisor
- 2) Kristen Simpson, Capital Development & Special Projects
- 3) Stephen Barham, Data Scientist
- 4) Naomi Doerner, Transportation Equity Program Manager
- 5) Ben Smith, Strategic Transit Planner, SDOT Change Team Member
- 6) Elise Rasmussen, Transportation Planning Intern
- 7) Kyana Wheeler, RSJI Strategic Development Specialist, Seattle Office for Civil Rights

WORKPLAN

1. SET RACIAL EQUITY OUTCOMES FOR THE SAFE ROUTES TO SCHOOL PROGRAM

In consultation with the RET Steering Committee, Departmental Leadership, and Change Team, we will identify the racial equity outcome for the Safe Routes to School program.

2A. INVOLVE STAKEHOLDERS IMPACTED BY THE SAFE ROUTES TO SCHOOL PROGRAM

Outreach Objectives

We used the Inclusive Outreach and Public Engagement Guide to develop an Inclusive Public Engagement Plan. We have several objectives for the RET outreach process that we aim to achieve through two phases: I) Problem Identification, and II) Strategy Identification.

Phase I: Problem Identification Objectives

1. Reach out to and build relationships with communities the Safe Routes to School program hasn't traditionally heard from, including communities of color, immigrants, refugees, and English Language Learners
2. Hear from as many different perspectives as possible
3. Set expectations for what is inside and outside the scope of this process
4. Gain valuable information regarding needs and wants for getting kids safely to school
5. Better understand current school travel patterns in relation to race and gender and how demographics relate to different types of safety concerns

Phase II: Strategy Identification Objectives

6. Learn what new strategies may be helpful for communities to address those safety concerns
7. Identify the most effective and cost-efficient solutions
8. Develop innovative policy options and test new ideas
9. Develop new partnerships with schools and community organizations to implement those strategies

Public Role

1. Inform: educate the public about the rationale for the project, how it fits with City goals and policies, issues being considered, where public input is needed
2. Consult: gather information and ask for advice from residents to better inform the City's work on Safe Routes to School
3. Collaborate: create a partnership with the public (key stakeholder groups) to work along with the City in developing and implementing the SRTS program as much of SRTS is community implemented; rely on parents, teachers, and community groups to lead programs at each school

Outreach Methodology

Phase I: Problem Identification

The first phase of our outreach process is Problem Identification. We will use two main methods to uncover the issues and concerns of families in getting their kids to school: focused outreach and citywide survey.

Focused Outreach

The purpose of our focused outreach strategy is to gain in-depth knowledge and perspectives on traveling to and from school from a select number of people and groups that represent people of color, immigrants, refugees, and English Language Learners.

We identified the broad landscape of groups that we could reach out to who are working with communities of color, immigrants, refugees, and English Language Learners. From there we narrowed down to a manageable list the key groups to engage with by obtaining feedback from the RSJI Change Team, RET Steering Committee, Department of Neighborhoods Community Liaisons, and the Seattle Public Schools Equity & Race Advisory Committee. This information is included in Appendix A. We will employ the use of interpreters and translators during outreach events.

Our focused outreach strategy will have three approaches:

1. School-based approach: we will identify a set of specific schools to reach out to, prioritized based on their demographics and with feedback from the Seattle Public Schools Equity & Race Advisory Committee. We will engage with the Principal, PTSA, and/or Racial Equity Team at these schools.
2. Geographic-based approach: we will identify a set of community groups that work in specific neighborhoods of Seattle where diverse communities live, such as Rainier Beach, Chinatown-International District, South Park, etc.
3. Racial/Ethnic group-based approach: we will identify community groups that work with specific racial and ethnic groups, regardless of the geographic areas within the city where their communities live.

We will identify appropriate outreach methods for each key group once identified. Methods may include:

- One-on-one interviews
- Focus groups

- Coffee chats
- Attending existing community meetings
- Meetings with school-based Racial Equity Teams

Citywide Survey

The purpose of the citywide survey is to gain information from as many people as possible on their experiences with traveling to and from school.

The survey will help us uncover school travel patterns in relation to race and gender, such as:

- Are students of color more or less likely to walk or bike to school?
- Are kids of color more likely to walk alone?
- Are boys more likely to walk than girls?
- Are families of color more or less likely to feel that it's safe for their kids to walk or bike to school?
- How do demographics relate to specific types of safety concerns, whether public safety or transportation safety

Survey outreach methods will include:

- 1) Direct mail
- 2) Online survey
- 3) Online open house
- 4) Ethnic media promotion¹
- 5) Social media promotion
- 6) School Friday backpack mail
- 7) School communications to parents
- 8) Department of Neighborhoods newsletter
- 9) Presence at existing City and community events
- 10) Community conversations hosted by the Vision Zero program and the Department of Neighborhoods Community Liaison program²
- 11) Promotion by community groups identified in our Inclusive Public Engagement Plan

¹There will be a concerted effort to reach out to a wide variety of media outlets (see Appendix B) to capture Seattle's diversity and present the public with multiple civic engagement opportunities.

²Vision Zero's 2018 MOU will be funding the Liaisons to do this SRTS work via Events/Community Conversations.

We will consider providing an incentive to participate, such as a chance to win a grocery gift card.

We will work with the Department of Neighborhood Community Liaison program. We will host a focus group with key Community Liaisons to review our outreach methodology, identify key groups to reach out to, and provide feedback on our survey questions. At the focus group, the Community Liaisons will also represent their communities and provide us with information about their challenges and needs in getting their children to school.

Community Liaisons are independent contractors who are expert community navigators in historically underrepresented communities, including limited English proficient populations, communities of color, immigrants and refugees, the LGBTQ community, persons with physical disabilities, seniors, and people experiencing homelessness.

Community Liaisons are expert “bridge-builders” who are bi-cultural and bi-lingual. Their work is conducted in a culturally-specific manner allowing participants comfort and familiarity while navigating the City’s processes.

Phase II: Strategy Identification.

The second phase of our outreach process will work to 1) identify strategies to address the challenges and concerns families face, and 2) develop partnerships to implement those strategies.

Focused Outreach

During this second phase, we will return to the schools and organizations that we initially met with during the first phase of focused outreach. We will share with them what we learned from the first phase of focused outreach as well as the citywide survey. We will also share with them strategies that we learned through the first phase of outreach as well as strategies that we will come up with. The goal will be to learn from them

how well those strategies will meet their needs and if there is anything else we haven’t thought of. In meeting with the community organizations, our goal will be to identify and develop the community partnerships that will be necessary for us to move forward with the identified strategies.

2B. ANALYZE DATA TO UNDERSTAND EXISTING RACIAL INEQUITIES

First, we will identify racial demographics of public and private schools. This data is readily available from the Office of Superintendent of Public Instruction. Then we will evaluate the reach of the SRTS program compared to racial demographics of schools. We will look at participation in voluntary programs like the Mini Grant and free incentives programs as well as which schools have received infrastructure investments through our program.

We will also look at walk and bike rates in relation to demographics. We will use existing mode choice data we have for many public elementary schools and compare that to school level demographic data. Survey mode choice data will enable us to evaluate walking and biking with race and gender on an individual level for all grade levels for private as well as public schools.

2C. IDENTIFY ROOT CAUSES CREATING THESE RACIAL INEQUITIES

Through our focused outreach we will come to better understand the reasons for the racial inequities in our program that we will uncover during this process. Both our focused outreach and citywide survey will help us identify causes for any trends in walk and bike rates in relation to demographic data. Hearing directly from people of color, immigrants, refugees, and English Language Learners will shed new light on the challenges families face in getting their children to school safely every day.

3. ASSESS ALIGNMENT OF THE SAFE ROUTES TO SCHOOL PROGRAM WITH RACIAL EQUITY OUTCOMES

Based on what we learn through analyzing data and reaching out to communities, we will assess how well the Safe Routes to School program is aligned with our identified racial equity outcome. We will also work to identify any unintended consequences of our current program.

4A. DEVELOP STRATEGIES TO CREATE GREATER RACIAL EQUITY

We will work to develop strategies that address the root causes of inequity regarding children safely traveling to school. These strategies will be identified in consultation with:

- Families and community groups we reach out to through our focused outreach approach
- Seattle Public Schools Equity & Race Advisory Committee
- SRTS RET Steering Committee
- Seattle School Traffic Safety Committee

This may involve modifying existing programs to increase accessibility by communities of color, creating new programs that better meet their needs, or collaborating with schools and community groups to support existing work that could be amplified with additional funding.

Some of these strategies we may be able to take immediate action on. Others may take time to develop and implement. All strategies will be included in the update to our Safe Routes to School Action Plan. This plan will be updated in 2018/19 and will take effect in 2019/2020.

4B. DOCUMENT UNRESOLVED ISSUES

We anticipate that we will hear about a wide range of issues and concerns during our outreach process, some that we can address and some that we can't address at this time. We will document issues that are left unresolved through our process.

5. IDENTIFY EVALUATION METRICS AND REPORTING MECHANISMS

We will identify both input and output metrics to evaluate the progress toward our equity outcome. This may require additional data collection efforts to supplement the data we currently collect on a routine basis.

We will report back internally and externally on the progress toward our equity outcome. We will learn through our outreach process the best ways to communicate this information back out to the community.

6. SHARE THE RET DOCUMENT WITH DEPARTMENTAL LEADERSHIP, CHANGE TEAM, AND COMMUNITY MEMBERS

Once completed, we will share the Racial Equity Toolkit analysis with SDOT leadership, the Change Team, and the community that we engaged with to develop the analysis.

2018-2019: Safe Routes to School Racial Equity Analysis Workplan Timeline

	Jul 2018	Aug 2018	Sept 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019
RET Steering Committee Meetings					X			X			X	
1. Set racial equity outcomes	Complete											
2a. Involve stakeholders impacted by the SRTS program	Throughout											
Phase I: Focused Outreach – Problem Identification												
• Community group identification	Complete											
• Outreach Method Development	Complete											
• Outreach Method Implementation												
Phase I: Citywide Survey – Problem Identification												
• Development	Complete											
• Community Liaison focus group	Complete											
• Mailing & Outreach												
• Data Entry & Analysis												
Phase II: Focused Outreach – Strategy Identification												
2b. Analyze data to understand existing racial inequities												
• Identify racial demographics of schools	Complete											
• Evaluate reach of SRTS program compared to racial demographics of schools												
2c. Identify root causes creating these racial inequities												
3. Assess alignment of the SRTS program with racial equity outcomes												
4a. Develop strategies to create greater racial equity												
4b. Document unresolved issues												
5. Identify evaluation metrics and reporting mechanisms												
6. Share the RET document with Departmental leadership, Change Team, and community members												

APPENDIX A. POTENTIAL COMMUNITY PARTNERSHIPS

The organizations/schools highlighted in blue are partnerships in which the Safe Routes to School program would like to prioritize during outreach. These highlighted programs would ideally provide feedback for our survey and throughout the outreach process. The other organizations would likely assist in disseminating the citywide survey to their respective communities, or provide insight into how the Safe Routes to School program can best connect with their communities during outreach.

Outreach Approach	Organization Name	Outreach Focus Area	Rationale for Potential Partnership	Notes
Citywide	Coalition of Immigrants Refugees & Communities of Color	Citywide	Multi-cultural organization focusing on a wide-range of advocacy work. CIRCC has several established partnerships throughout the city. CIRCC can help to disseminate survey and connect with other potential partners.	Prioritize this partnership Allison has contacts
Citywide	Safe Futures Youth Center	Citywide	The Youth Center’s prevention and intervention programs and services aim to reduce youths’ involvement in the juvenile justice system, gangs, and school truancy and drop out.	Prioritize this partnership <ul style="list-style-type: none"> they have a focus on school truancy which is directly connected to SRTS. Could be a great partnership with middle and high school students.
Citywide	No New Youth Jail	Citywide	Extremely well-organized and politically active. Halted the police bunker in North Seattle and stopped the construction of the new youth jail in the Central Area. If done correctly, this partnership could foster relationships with communities who have intentionally distanced themselves from local government.	
Citywide	Neighborhood House	Citywide	Work with low-income, public housing residents, immigrant, and refugees to assist with early learning, youth education, family and social services, employments, health, and housing stability.	They have several locations – partner to disseminate survey.

Outreach Approach	Organization Name	Outreach Focus Area	Rationale for Potential Partnership	Notes
Citywide	School Traffic Safety Committee	Citywide	The committee recommends new school crosswalk locations, crossing guard assignments, criteria for crossing guard placement, and traffic circulation plans for schools. This committee can guide our work in better understanding how to meet the walking/biking safety needs in various communities.	Prioritize this partnership; already established partnership
Citywide	Seattle Youth Commission	Citywide	Youth from across Seattle work on various social issues within the City. They are acutely aware of the student experience in Seattle's schools, and could provide insight into several schools across Seattle. The youth commission could direct us toward individuals and organizations within various schools and communities to broaden our outreach efforts.	Partner to learn how to effectively disseminate youth survey in high schools.
Citywide	Refugee Women's Alliance (ReWA)	Citywide	ReWA provides health, educational, housing, senior, youth, legal, and job training services for women who are immigrants and refugees. Could connect with the staff of this organization to disseminate surveys.	Prioritize this partnership if we have capacity.
Citywide	Seattle Immigrant and Refugee Commission	Citywide	City of Seattle program comprised of immigrants and refugees to be the intermediary between the public and the City. Members of the commission advise the mayor, city council, and city departments/offices about ways to improve access to city services/resources for immigrants and refugees. The commission also strengthens opportunities for these demographics to be more civically engaged. The commission could help provide feedback on our survey/outreach process, as well as disseminate the survey to their respective communities.	Prioritize this partnership Areas for opportunity: <ul style="list-style-type: none"> gather community opinions/input study programs/service and analyze problems and needs offer written recommendations for changes to programs/policies/standards provide public with information about city policies/programs
Citywide	Catholic Community Services	Citywide	The organization is committed to serving those individuals, children, families and communities struggling with poverty and the effects of intolerance and racism, and to actively joining with others to work for justice. CCS/CHS serves people in need, regardless of religious affiliation, race or economic status.	Partner to disseminate survey.
Citywide	People of Color Salon (SPoCS)	Citywide	Created to build and reaffirm community among people of color in Seattle. This is a major network of POCs that meet monthly to build community.	Partner to disseminate survey. Link survey to their Facebook group (would have to be posted by a POC).
Citywide	South CORE (through Puget Sound Sage)	Citywide	South Core is a coalition of justice-based advocates. Their mission is to build strong multi-ethnic communities in a variety of ways in South Seattle and South King County. They have partnered with 23 organizations across Seattle that are doing similar work. South Core is organized through Puget Sound Sage .	Partner to disseminate the survey. Could potentially help get the survey out to their partnerships. Naomi has contacts.

Outreach Approach	Organization Name	Outreach Focus Area	Rationale for Potential Partnership	Notes
Geographic	Rainier Beach A Beautiful Safe Place for Youth	Rainier Beach – Southeast Seattle	Could address public safety barriers for students who would otherwise walk/bike to school. Have media outlets (Freedom Net) targeting South Seattle residents that could help push out survey/connect with other potential partners.	Prioritize this partnership; SRTS has a connection to this org and so does DON.
Geographic	Southeast Seattle Education Coalition	Southeast Seattle	Worked with the community extensively through a racial equity lens (surveys and caucus groups) – could potentially partner to gain insight on their outreach methods	Prioritize this partnership
Geographic	Rainier Beach Action Coalition (RBAC)	Rainier Beach – Southeast Seattle	RBAC’s primary focus is to implement the 2012 Rainier beach Neighborhood Plan Update. RBAC is very well connected in the community, and works to promote civic engagement among residents in the neighborhood. They have four action plan areas, one of which is A Beautiful Safe Place for Youth. Could connect with the staff of this organization to disseminate surveys.	Prioritize this partnership. DON has contacts there (Gregory Davis); SRTS has a connection to this org
Geographic	The Road Map Project	South Seattle	Community organization focused on student achievement in South Seattle that “coordinates action both inside and outside school.” Very well connected to other groups in South Seattle.	Prioritize this partnership Make sure that we are partnering with Seattle and not south King County
Geographic	Seattle Youth Violence Prevention Initiative		Emphasis on building safe communities for youth through restorative practices	Prioritize this partnership; SRTS has a connection to this org
Geographic	Got Green	South Seattle	Focused on the “green movement” for communities of color in South Seattle. They could help with strategies for how to promote walking/biking in communities of color. Contact to disseminate survey.	Prioritize this partnership if we have the capacity. Naomi is meeting with the ED.
Geographic	New Holly Neighborhood	New Holly	Community/neighborhood with a high concentration of people of color. Find a medium/partnership to disseminate survey.	Will need to coordinate with neighborhood associations/non-profits/organizations the work with this community
Geographic	Rainier Vista Traffic Safety Committee	Rainier Vista	Find a medium/partnership to disseminate survey. They could also provide feedback on our survey to ensure we are asking the right questions about safety.	
Geographic	Hello Othello	Othello	Very connected to other community organizations in Othello, and could help with building other partnerships in the neighborhood. Contact to disseminate survey.	Could connect with this group to partner with other groups in the area.
Geographic	Southwest Youth and Family Services	Southwest Seattle	Focuses on youth development, mental health, family support, and education. Contact to disseminate survey.	

Outreach Approach	Organization Name	Outreach Focus Area	Rationale for Potential Partnership	Notes
Geographic	South Park Neighborhood Association	South Park	Working to implement their action plan that focuses on youth development, community engagement, public safety, and transportation. Could partner with staff to learn more about the barriers of walking/biking to school in the South Park neighborhood. Contact to disseminate survey.	Prioritize this partnership
Geographic	South Park Information and Resource Center (SPIARC)	South Park	Connects low-income residents of South Park to various resources. Contact to disseminate survey.	
Geographic	Highland Park Neighborhood	Highland Park	Community/neighborhood with a high concentration of people of color. Find a medium/partnership to disseminate survey.	Will need to coordinate with neighborhood associations/non-profits/organizations the work with this community
Geographic	High Point Neighborhood	High Point	Community/neighborhood with a high concentration of people of color. Find a medium/partnership to disseminate survey.	Will need to coordinate with neighborhood associations/non-profits/organizations the work with this community
Geographic	Central Area Development Association (CADA)	Central Area	Partners with various schools in the Central Area to do various beautification and safety projects. CADA conducts neighborhood revitalization projects in the Central Area that promote and preserve the diversity of the neighborhood. They could provide insight on school contacts/relationship building. Contact to disseminate survey.	
Geographic	Central Area Youth Association (CAYA)	Central Area	Focuses on youth engagement in the Central Area through sports, arts/culture, education, etc. Contact to disseminate survey.	
Geographic	Coyote Central	Central Area	Coyote Central challenges young adolescents of every race and socio-economic background to build skills, creative thinking, self-awareness, and social awareness through hands-on projects with professionals in creative fields.	Partner to disseminate survey.
Geographic	MLK F.A.M.E. Community Center	Central Area	Community center that houses several arts/culture/educational programs. Many of these programs are centered around youth. Contact to disseminate survey.	

Outreach Approach	Organization Name	Outreach Focus Area	Rationale for Potential Partnership	Notes
Geographic	InterIm CDA,	Chinatown-International District	Authored and currently implementing the 2020 Healthy Communities Action Plan which works to provide affordable and culturally-relevant opportunities for physical and social activity.	Prioritize this partnership Some potential partnerships: <ul style="list-style-type: none"> • Multi-generational walking school buses to Bailey Gatzert, Summit Public Schools: Sierra • Free walk and bike safety after school club at International District/Chinatown Community Center • Lack of parks – play streets could help
Geographic	Chinatown-International District Public Safety Task Force	Chinatown-International District	Working to implement various strategies to foster public safety: healthy neighborhoods, stronger partnerships with the City, and lessen criminal activity/negative environmental factors. Also working to increase pedestrian activity in the neighborhood. Could gain useful insight from members of the safety task force about public safety barriers to kids walking/biking to school. Contact to disseminate survey.	Prioritize this partnership <ul style="list-style-type: none"> • June 2016 Report • Mayor's Chinatown-International District Public Safety Action Plan July 2016
Geographic	Community Centers	Across various neighborhoods in Seattle	There are 26 community centers in Seattle. We could do targeted outreach at a few prioritized community centers. We could partner with specific programs at a community center (i.e. adult literacy programs, tutoring, or somehow make the survey easily accessible the community center computers). This might also be a good way to do outreach in North Seattle.	Partner to disseminate survey.
Geographic	Food Banks	Across various neighborhoods in Seattle	There are 9 food banks in Seattle. We could reach out to them to put a paper survey with their food pick up. We may have a low response rate, but this outreach would likely target the demographic we are seeking out. We could do targeted outreach at a few prioritized food banks. This might also be a good way for us to do outreach in North Seattle.	Partner to disseminate survey.
Geographic	Public libraries	Across various neighborhoods in Seattle	There are 27 library branches in Seattle. We could do targeted outreach at a few prioritized libraries. We could partner with specific programs at a library (i.e. adult literacy programs, tutoring, or somehow make the survey easily accessible the community center computers). This might also be a good way to do outreach in North Seattle.	Partner to disseminate survey
Racial/Ethnic	Families of Color Seattle	All communities of color in Seattle	Variety of educational/cultural/art programs for parents and children of color. Contact to disseminate survey.	DON has contacts at this organization.

Outreach Approach	Organization Name	Outreach Focus Area	Rationale for Potential Partnership	Notes
Racial/ Ethnic – Chinese	Chinese Information & Service Center	Seattle's Chinese population	Offers a suite of services to the Chinese community in King Co. It's a large organization that has connections in numerous neighborhoods. Contact to disseminate survey.	
Racial/ Ethnic – Vietnamese	Helping Link	Seattle's Vietnamese population	Vietnamese community organization that focuses on the adapting to life in the U.S. while also strengthening the Vietnamese community in Seattle. Contact to disseminate survey.	
Racial/ Ethnic – Vietnamese	Friends of Little Saigon	Seattle's Vietnamese population	Vietnamese community organization focusing on strengthening the Little Saigon neighborhood by making it a beautiful, safe, and exciting place to live/visit. Contact to disseminate survey.	
Racial/ Ethnic – Ethiopian	Ethiopian Community in Seattle	Seattle's Ethiopian population	Ethiopian community organization that provides a suite of services and events for their community. Contact to disseminate survey.	
Racial/ Ethnic – Somali	Somali Youth & Family Club	Seattle's Somali population	Very committed to Somali youth development through access to resources for families. Provides a suite of services to promote a sustainable quality of life. Contact to disseminate survey.	
Racial/ Ethnic – Filipino	Filipino Community of Seattle	Seattle's Filipino population	Has several different youth programs and provides a variety of services to the Filipino community in Seattle. Contact to disseminate survey.	
Racial/ Ethnic – Latino	El Centro de la Raza	Seattle's Latino population	Has a major emphasis on youth programs and strengthen Seattle's Latino community. Also focuses on marginalized communities in general to have equity for all communities in Seattle. Contact to disseminate survey.	
Racial/ Ethnic – African American	African American Leadership Forum – Seattle Chapter	Seattle's African-American population	The mission of AALF is to identify, create and promote community-based solutions to strengthen families, youth and children in the African American community of Greater Seattle. Could connect with other potential partners in the African American community throughout Seattle and could disseminate survey.	
Schools/ Education	Equity and Race Advisory Committee (ERAC)	Through Seattle Public Schools	There are about 40 ERACs at various schools across Seattle. Made up of teachers, parents, school leaders, and community members to address race and equity issues within their school. Help to market survey and connect with other potential partners for more in-depth information about specific schools.	Prioritize this partnership
School	Dunlap ES	Rainier Valley	45% black, 25% Asian, 20% Hispanic, 40.5% ELL population, 97% students of color Partner with school to understand their unique barriers/challenges for students walking/ biking to school.	Subject to change -- High priority school based on 2016-17 race/language data provided by SPS

Outreach Approach	Organization Name	Outreach Focus Area	Rationale for Potential Partnership	Notes
School	Wing Luke ES	Rainier Valley	33% Asian, 49% black, 42.8 ELL population, 97% students of color Partner with school to understand their unique barriers/challenges for students walking/ biking to school.	Subject to change -- High priority school based on 2016-17 race/language data provided by SPS
School	MLK Jr. ES	Rainier Valley	40% black, 33% Asian, 16% Hispanic, 45.3 ELL population, 99% students of color Partner with school to understand their unique barriers/challenges for students walking/ biking to school.	Subject to change -- High priority school based on 2016-17 race/language data provided by SPS
School	Van Asselt ES	Rainier Valley	41% black, 37% Asian, 48.9 ELL population, 96.4% students of color Partner with school to understand their unique barriers/challenges for students walking/ biking to school.	Subject to change -- High priority school based on 2016-17 race/language data provided by SPS
School	Dearborn Park ES	Beacon Hill	40% Asian, 35% black, 35.4% ELL population, 92.3% students of color. Partner with school to understand their unique barriers/challenges for students walking/ biking to school.	Subject to change -- High priority school based on 2016-17 race/language data provided by SPS
School	John Muir ES	Beacon Hill	49% black, 33.3% ELL population, 84.1% students of color Partner with school to understand their unique barriers/challenges for students walking/ biking to school.	Subject to change -- High priority school based on 2016-17 race/language data provided by SPS
School	Maple ES	Beacon Hill	51.5% Asian, 18.8% Hispanic, 39.3 ELL population, 87.7% students of color Partner with school to understand their unique barriers/challenges for students walking/ biking to school.	Subject to change -- High priority school based on 2016-17 race/language data provided by SPS
School	Concord ES	SW Seattle	63.5% Hispanic, 52% ELL population, 87.6% students of color Partner with school to understand their unique barriers/challenges for students walking/ biking to school.	Subject to change -- High priority school based on 2016-17 race/language data provided by SPS
School	West Seattle ES	West Seattle	65% black, 40.9% ELL population, 90.9% students of color Partner with school to understand their unique barriers/challenges for students walking/ biking to school.	Subject to change -- High priority school based on 2016-17 race/language data provided by SPS
School	Bailey Gatzert ES	Central Area	94.2% students of color, 53% black, 19.5% Hispanic, 40.6% ELL population Partner with school to understand their unique barriers/challenges for students walking/ biking to school.	Subject to change -- High priority school based on 2016-17 race/language data provided by SPS

APPENDIX B. POTENTIAL MEDIA PARTNERSHIPS

Outreach Approach	Organization Name	Outreach Focus Area/Group	Summary of Media Outlet	Notes
Online	South Seattle Emerald	South Seattle	Help to market survey and connect with other potential partners.	Prioritize this partnership
Online	SE Seattle FreedomNet	Southeast Seattle	A youth-focused project that recruits, trains, and supports a group of 20 youth as citizen journalists to set up and manage online information to broaden awareness of local leadership and initiatives. initiative	
Weekly print newspaper	The Facts	African American Community	Started in 1961 by Fitzgerald Redd Beaver as a community weekly newspaper serving Seattle's African American community. Has since spread to publishing to Tacoma. While they don't have an online version of the newspapers, all print ads also go on their Facebook page. Their readership includes elders, low-income families, and business owners. They continue to be family-owned and operated by the Beavers and have their own in-house designers.	
Weekly Print Newspaper and Online	The Seattle Medium	African American Community	Started in 1970 by Chris H. Bennett as a community newspaper serving Seattle's African American community. They continue to be family-owned and operated by the Bennetts. They will not design ads for you. Chris B. Bennett (the son) is in charge of most of the daily operations. [See Z-Twins Radio.]	
Weekly Print Newspaper and Online	The Skanner	African American Community	Started in 1975 as a community newspaper serving Portland's African American community. They opened a Seattle office in 1990, but had to close it in 2012. They do cover Seattle from their Portland offices.	
Radio Station	Z-Twins Radio (KRIZ 1420AM and KYIZ 1620AM)	African American Community	The Z-Twins radio stations (KRIZ 1420AM and KYIZ 1620AM) were founded by Chris H. Bennett and family under the umbrella of Kris Bennett Broadcasting, Inc. The stations are both African American owned and operated, with urban formats serving the Northwest's African American and minority communities. KRIZ 1420AM broadcasts classic R&B and oldies and KYIZ 1620AM broadcasts jazz. They both also air talk radio shows both local and syndicated. [See Seattle Medium.]	
Television Station	AAT TV (Asian American TV)	Asian Communities (Mandarin/ Cantonese/ Vietnamese/ Korean)	Established in 1994, this Seattle-based broadcasting company airs programming in Mandarin, Cantonese, and Vietnamese 24-hours a day, 7 days a week. Outreach opportunities include them producing 15s, 30s, and 60s commercials or billboards to be inserted during relevant programming. They can also add events to their community calendar.	

Outreach Approach	Organization Name	Outreach Focus Area/Group	Summary of Media Outlet	Notes
Monthly Magazine	Ibuki Magazine	Asian communities (all)	Ibuki Magazine began in 2013 and publishes in English. Even though the name of the publication is "Ibuki," they cover Asian lifestyle topics, entertainment, food, and culture in the Pacific Northwest, especially food. They "aim to infuse Asian food and culture into the lifestyle of the local community." While they do not publish regularly, they update their social media often.	
Twice monthly Newspaper & Online	International Examiner	Asian communities (all)	Founded in 1974, the International Examiner is one of the longest running community newspapers in Seattle. In 1975, the Alaska Cannery Workers Association assumed ownership of the IE and they became a community-based newspaper covering activist issues. In 1978, they became an independent entity and to this day continue to publish community issues. This publication along with the NW Asian Weekly are the two primary English-language newspapers that serve the Chinatown-International District-Little Saigon neighborhoods. They have online and print ad space. They also have a classified section. They can also get the word out on social media. Organizations can also sponsor issues, which allows them to help direct editorial content.	
Weekly Print Newspaper & Online	Northwest Asian Weekly	Asian communities (all)	Established in 1982, this is the sister publication of the Seattle Chinese Post. NW Asian Weekly is targeted toward the broader English-speaking API community. Also owned by Assunta Ng, this publication along with the International Examiner are the two primary English-language newspapers that serve the Chinatown-International District-Little Saigon neighborhoods. Has designer on staff that can help develop in-language, community-focused ads. Assunta Ng also owns the Seattle Chinese Post. Assunta Ng also runs her own editorial blog. (See Seattle Chinese Post.)	
Online	Asia Today	Chinese community	Asia Today started publishing in 1988 as a weekly Chinese (Traditional) and English language newspaper distributed throughout the Northwest, serving the Seattle and Portland markets. They are now online-only, and often feature news story from the Greater Seattle and Portland areas. The publisher John Chou is open to publishing our translated press releases. He has staff that can also design and translate ads. The publisher describes his readers as mostly older immigrants from Taiwan and Hong Kong. Though he also says that there is a growing population from mainland China that is also reading the online site.	
Television Program	Andenet TV	Ethiopian community	Formerly Amharic Cable Access, Andenet TV has been broadcasting for over 14 years. This one-hour-long show features video interviews, discussions, and recordings from the Ethiopian Community Center and other community events. It airs on Seattle Community Media (see Seattle Community Media), which can be found at Comcast Channel 77/Wave Broadband Channel 23 on Wednesdays from 7pm-8pm. Waynigus can help produce culturally relevant video spots and interviews for campaigns and programs with the city to air on Andenet TV. He can produce programming in English or Amharic. They also do not solicit ads for the programming.	

Outreach Approach	Organization Name	Outreach Focus Area/Group	Summary of Media Outlet	Notes
Online	Ethiopian Observer	Ethiopian community	The Ethiopian Observer was founded in July 2005 and used to be a print publication. It is currently only available online. They publish news and information focused on the Ethiopian community in Seattle and back in Ethiopia. Member of the Washington African Media Association.	
Biweekly Print Newspaper	Salon Ethiopia	Ethiopian community	Established in 2009, this biweekly newspaper was founded by Abraham Kebede. Ephrem Hailu took over as publisher in 2016. The newspaper publishes in Amharic, though there are plans to start publishing a section in English. It is distributed primarily through Ethiopian small businesses, such as groceries, restaurants, and nonprofits. The newspaper covers current events both in East Africa and in Seattle. Member of the Washington African Media Association.	
Monthly Newspaper	FilAm Journal	Filipino community	FilAm Journal was formerly the Pinoy Reporter, which had been in existence since the 1990s. But then they went out of business. The first issue of the FilAm Journal was in February 2015. They serve primarily Filipino Americans in Seattle's North End and North King County.	
Monthly Newspaper & Online	Filipino American Herald	Filipino community	Filipino American Herald publishes in English and has the highest circulation of the Seattle-based newspapers that serve the Filipino American community.	
Weekly Print Newspaper & Online	El Mundo	Latino community	This Spanish-language paper was founded in 1989 and serves the Latino communities across Washington state (Whatcom, Skagit, Snohomish, King, Pierce, Thurston, Lewis, Chelan, Kittitas, Yakima, Douglas, Grant, Benton, Adams, and Franklin County). They offer state and local coverage, which usually includes Seattle. Gustavo and Martha are siblings and bought the newspaper a few years ago. Now Martha is the owner and Gustavo is the executive editor. In 2015, they moved their headquarters from Kirkland to Seattle.	
Print Newspaper Every Other Week and Online	Siete Dias	Latino community	This Spanish-language newspaper publishes community Latino news for the Seattle region. Their paper can be found outside stores in Beacon Hill and in Bellevue. They used to publish weekly, and in January 2017 moved to publish every two weeks, with new content available online at their website.	
Weekly Print Newspaper	Tu Decides/You Decide	Latino community	This bilingual Spanish- and English-language newspaper was founded in 2007 and primarily serves the Latino communities in the Seattle/Tacoma and Yakima/Tri-Cities areas. This paper is unique in that half of the paper is in Spanish and the other half is in English. The news content for both sides is the same. They somewhat regularly cover local issues in the Seattle area.	

APPENDIX C. PARTNERSHIP: SEATTLE DEPARTMENT OF NEIGHBORHOODS – COMMUNITY LIAISONS

As a city, we value the wonderful diversity of races, cultures, gender identities, sexual orientations, and socio-economic status that represent the people in our neighborhoods. To ensure that all voices are heard, it is important that the City’s outreach and engagement efforts are respectful and appropriate for everyone.

PROGRAM DETAILS

Community Liaisons are independent contractors who are expert community navigators in historically underrepresented communities, including limited English proficient populations, communities of color, immigrants and refugees, the LGBTQ community, persons with physical disabilities, seniors, and people experiencing homelessness.

Community Liaisons are expert “bridge-builders” who are bi-cultural and bi-lingual. Their work is conducted in a culturally-specific manner allowing participants comfort and familiarity while navigating the City’s processes. Our Liaisons provide a number of services including:

- Quality translations
- Fair and equitable facilitation (in native language)
- Simultaneous interpretation
- Constituent support at City-hosted events
- Feedback and expertise on cultural concerns and barriers
- Accurate records and reports of participant feedback and concerns
- Community workshops and events that parallel larger City-hosted meetings

Community liaisons also meet with individuals, organization, small businesses, and others based on the needs of the community and each City department’s outreach goals. They share information, connect groups with services, respond when issues arise, and provide technical assistance. They truly serve as a liaison to both the community and the City.

COMMUNITY CONVERSATIONS

Our staff works with community-based organization to host clinics and resource fairs where City departments share information on the programs, resources, and opportunities they have for community members. We organize the clinics, bring Community Liaisons in all relevant languages for interpretation, and provide a meal for the group.

If you are a community-based organization that serves underrepresented communities and is interested in hosting us, email DON_Liaison@seattle.gov.

Contact Information

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www.seattle.gov/neighborhoods/community-liaisons