

# SAFE ROUTE TO SCHOOL RACIAL EQUITY ANALYSIS WORKPLAN



**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 promotion\*
- 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 program
- 11) Promotion by community groups identified in our Inclusive Public Engagement Plan

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\*There 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.

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. We will also work with the Community Liaison program to increase participation in the survey. At Community Conversation events hosted by the Community Liaison program for the Vision Zero program, Community Liaisons will help residents take our survey.

## **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.

**Safe Routes to School Racial Equity Analysis Workplan Timeline**

	Aug 2017	Sept 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018
RET Steering Committee Meetings	X	X	X	X	X	X	X	X	X	X	
1. Set racial equity outcomes											
2a. Involve stakeholders impacted by the SRTS program											
Phase I: Focused Outreach – Problem Identification											
• Community group identification											
• Outreach Method Development											
• Outreach Method Implementation											
Phase I: Citywide Survey – Problem Identification											
• Development											
• Community Liaison focus group					X						
• Mailing & Outreach											
• Data Entry & Analysis											
Phase II: Focused Outreach – Strategy Identification											
2b. Analyze data to understand existing racial inequities											
• Identify racial demographics of schools											
• 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											X

# APPENDIX A. POTENTIAL COMMUNITY PARTNERSHIPS

## PRIORITIZED PARTNERSHIPS

Safe Routes to School would like to prioritize partnerships with the following organizations/schools during the outreach phases of our racial equity analysis. These organizations and schools work closely with youth of color, and can provide diverse perspectives that will guide our work in mitigating and eliminating barriers to walking

and biking to school. We are working to build relationships with communities that the Safe Routes to School program hasn't traditionally heard from, including communities of color, immigrants, refugees, and English Language Learners. Organizations and schools are arranged geographically, south to north.

Outreach Approach	Organization Name	Outreach Focus Area	Rationale for Potential Partnership	Notes
Citywide	Coalition of Immigrants Refugees & Communities of Color (CIRCC)	Citywide	Multicultural organization focusing on a wide-range of advocacy work. CIRCC has several established partnerships throughout the city. CIRCC could disseminate survey, and connect with other potential partners for community conversations and events.	
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.	School truancy is directly connected to SRTS. Could be a great partnership with middle and high school students.
Geographic	Rainier Beach A Beautiful Safe Place for Youth	Rainier Beach – Southeast Seattle	Addresses public safety concerns, and could address public safety barriers for students who would otherwise walk/bike to school. Freedom Net is their media outlet catered to South Seattle residents, which may help disseminate survey and connect with other potential partners.	
Geographic	Southeast Seattle Education Coalition	Southeast Seattle	Southeast Seattle Education Coalition represents a coalition of community based organizations, educators, schools, parents and caregivers, and concerned community leaders who believe all children — especially children of color — deserve a quality education regardless of where they live or life circumstances. Works with various stakeholders and Conducts extensive community outreach through a racial equity lens (surveys and caucus groups).	SRTS could potentially partner to gain insight on their outreach methods.
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 and engage in community conversations and events.	



Outreach Approach	Organization Name	Outreach Focus Area	Rationale for Potential Partnership	Notes
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.	
Geographic	Seattle Youth Violence Prevention Initiative	Central District, Southeast Seattle, and Southwest Seattle	Emphasis on building safe communities for youth through restorative practices. Increased safety on routes to schools may mitigate barriers for walking and biking to school.	
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.	
School	Dunlap Elementary School	Rainier Beach – Southeast Seattle	45% Black, 25% Asian, 20% Hispanic, 41% ELL population, 97% students of color. Partner with school to understand their unique barriers/challenges for students walking/biking to school.	High priority school based on recent race/language data provided by SPS
School	Wing Luke Elementary School	Rainier Beach – Southeast Seattle	33% Asian, 49% Black, 43% ELL population, 97% students of color. Partner with school to understand their unique barriers/challenges for students walking/biking to school.	High priority school based on recent race/language data provided by SPS
School	Dearborn Park Elementary School	Rainier Beach – Southeast Seattle	40% Asian, 35% Black, 35% ELL population, 92% students of color. Partner with school to understand their unique barriers/challenges for students walking/biking to school.	High priority school based on recent race/language data provided by SPS
School	Aki Kurose Middle School	Rainier Beach – Southeast Seattle	98% students of color, 37% Black, 37% Asian, 16% Latino, 23% ELL population. Partner with school to understand their unique barriers/challenges for students walking/biking to school.	High priority school based on recent race/language data provided by SPS
School	Rainier Beach High School	Rainier Beach – Southeast Seattle	98% students of color, 27% Asian, 51% Black, 14% Latino, 25% ELL population. Partner with school to understand their unique barriers/challenges for students walking/biking to school.	High priority school based on recent race/language data provided by SPS
School	Concord Elementary School	SW Seattle	64% Hispanic, 52% ELL population, 88% students of color. Partner with school to understand their unique barriers/challenges for students walking/biking to school.	High priority school based on recent race/language data provided by SPS
School	West Seattle Elementary School	West Seattle	65% Black, 41% ELL population, 91% students of color. Partner with school to understand their unique barriers/challenges for students walking/biking to school.	High priority school based on recent race/language data provided by SPS
School	Bailey Gatzert Elementary School	Central Area	92% students of color, 53% Black, 20% Hispanic, 41% ELL population. Partner with school to understand their unique barriers/challenges for students walking/biking to school.	High priority school based on recent race/language data provided by SPS

## PARTNERSHIPS FOR SURVEY DISSEMINATION

Safe Routes to School will engage with the following organizations and community groups to disseminate our citywide survey. These

organizations serve youth, communities of color, refugees, and immigrants across Seattle. Organizations are arranged alphabetically within their respective categories: citywide, geography, and racial/ethnic.

Outreach Approach	Organization Name	Outreach Focus Area	Rationale for Potential Partnership	Notes
Citywide	Catholic Community Services (CCS)	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 serves people in need, regardless of religious affiliation, race or economic status.	
Citywide	No New Youth Jail	Citywide	Extremely well-organized and politically active.	
Citywide	Neighborhood House	Citywide	Work with low-income, public housing residents, immigrants, and refugees to assist with early learning, youth education, family and social services, employment, health, and housing stability.	They have several <a href="#">locations</a> .
Citywide	People of Color Salon (SPoCS)	Citywide	Created to build and reaffirm community among people of color in Seattle.	Monthly meetings
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.	
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.	
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.	
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	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.	

Outreach Approach	Organization Name	Outreach Focus Area	Rationale for Potential Partnership	Notes
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.	
Geographic	Central Area Youth Association (CAYA)	Central Area	Focuses on youth engagement in the Central Area through sports, arts/culture, education, etc.	
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.	--June 2016 Report --Mayor's Chinatown-International District Public Safety Action Plan July 2016
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.	
Geographic	Food Banks	Across various neighborhoods in Seattle	There are 9 food banks in Seattle. Potentially disseminate paper survey with food pick up.	
Geographic	Got Green	South Seattle	Focused on the "green movement" for communities of color in South Seattle. They promote walking/biking in communities of color.	
Geographic	Hello Othello	Othello	Very connected to other community organizations in Othello, and could help with building other partnerships in the neighborhood.	
Geographic	High Point Neighborhood	High Point	Community/neighborhood with a high concentration of people of color.	Will need to coordinate with neighborhood associations/non-profits/organizations the work with this community
Geographic	Highland Park Neighborhood	Highland Park	Community/neighborhood with a high concentration of people of color.	Will need to coordinate with neighborhood associations/non-profits/organizations the work with this community
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.	
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.	

Outreach Approach	Organization Name	Outreach Focus Area	Rationale for Potential Partnership	Notes
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	Public libraries	Across various neighborhoods in Seattle	There are 27 library branches in Seattle. Potentially disseminate online survey via library computers.	
Geographic	Rainier Vista Traffic Safety Committee	Rainier Vista	Find a medium/partnership to disseminate survey.	
Geographic	South Park Information and Resource Center (SPIARC)	South Park	Connects low-income residents of South Park to various resources.	
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 to learn more about the barriers of walking/biking to school in the South Park neighborhood.	
Geographic	Southwest Youth and Family Services	Southwest Seattle	Focuses on youth development, mental health, family support, and education.	
Racial/Ethnic – African American	African American Leadership Forum – Seattle Chapter (AALF)	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.	
Racial/Ethnic – Chinese	Chinese Information & Service Center	Seattle’s Chinese population	Offers a suite of services to the Chinese community in King County. Has connections in numerous neighborhoods.	
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.	
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.	
Racial/Ethnic	Families of Color Seattle	All communities of color in Seattle	Variety of educational/cultural/art programs for parents and children of color.	
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.	

Outreach Approach	Organization Name	Outreach Focus Area	Rationale for Potential Partnership	Notes
Racial/ Ethnic – Vietnamese	<a href="#">Friends of Little Saigon</a>	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 and visit.	
Racial/ Ethnic – Vietnamese	<a href="#">Helping Link</a>	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.	
Racial/ Ethnic – Somali	<a href="#">Somali Youth &amp; Family Club</a>	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.	

# APPENDIX B. POTENTIAL ETHNIC/ MULTICULTURAL MEDIA PARTNERSHIPS

Safe Routes to School will engage with the following ethnic media outlets in Seattle to market our citywide survey and present the public with multiple civic engagement opportunities. This appendix is arranged alphabetically by media outlet name.

Outreach Approach	Media Outlet Name	Outreach Focus Area/Group	Summary of Media Outlet	Notes
Weekly Print Newspaper & Online	<a href="#">El Mundo</a>	Latino/a 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, the moved their headquarters from Kirkland to Seattle.	
Online	<a href="#">Ethiopian Observer</a>	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.	
Monthly Newspaper & Online	<a href="#">Filipino American Herald</a>	Filipino community	Filipino American Herald publishes in English and has the highest circulation of the Seattle-based newspapers that serve the Filipino American community.	
Twice monthly Newspaper & Online	<a href="#">International Examiner</a>	Asian Pacific Islander communities	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.	

Outreach Approach	Media Outlet Name	Outreach Focus Area/Group	Summary of Media Outlet	Notes
Weekly Print Newspaper & Online	<a href="#">Northwest Asian Weekly</a>	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.)	
Weekly Newspaper & Online	<a href="#">Northwest Vietnamese News</a>	Vietnamese Community	Northwest Vietnamese News is the oldest and longest-running Vietnamese language news source in the Northwest. We publish twice a week, on Tuesday and Friday. The Tuesday edition is distributed throughout Washington State, in stores, restaurants, delis, and public and school libraries. The Friday edition's distribution is concentrated in Western Washington and is distributed in Vietnamese stores, restaurants, delis and offices. We publish news stories about social issues, the economy, politics, and culture relevant to overseas Vietnamese in the United States, particularly in Washington.	Distributed across Washington, but is based in Seattle.
Bi-Weekly Newspaper & Online	<a href="#">Runta News</a>	Somali Community	Runta Somali News Magazine has been in print since 1995. The online version is dedicated to the readers who may miss the paper, and it is regularly updated. We mainly cover stories that concern the Somalis wherever they are, but also cover stories that interests Muslims and Africans. The first copy of Runta was published in Nairobi, Kenya where it had the largest number of readers before it moved. It is based in Seattle, WA. We focus these days on young Somalis who grew up in the US and Canada by adding subjects to our content that matters to the young.	
Online	<a href="#">SE Seattle FreedomNet</a>	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	
Online	<a href="#">South Seattle Emerald</a>	South Seattle	Help to market survey and connect with other potential partners.	
Online	<a href="#">The Seattle Medium</a>	African American communities	Tiloben Publishing Company, Inc. is the largest African American owned and operated communications company in the Pacific Northwest. Target the African American and other communities of color with four newspapers: The Seattle Medium (Seattle, WA), The Seattle Metro Homemaker (Seattle, WA), The Tacoma True Citizen (Tacoma, WA) and The Portland Medium (Portland, OR). This consortium is one of the Northwest's most quoted weeklies and a major force in community service, news, and editorial commentary; an influential leader in the community. Produce and distribute the publications of choice that residents of the Seattle, Tacoma, and Portland areas read to stay informed regarding issues and events that affect and enhance the quality of life in the African American and minority communities. Tiloben Publishing, Inc., publishers of the Seattle Medium, Metro Homemaker, Tacoma True Citizen and Portland Medium, owns its printing plant and is in its 47th year of service to the African American and minority communities of Washington and Oregon.	