



Seattle Department of Transportation

Campaign Report

Rainier Ave Bus-Only Lanes

Multicultural Media Campaign

September 26th – November 13th, 2022

Presented by



Goals & Messaging

Campaign Goals

- Project awareness and community input: To raise awareness about the Rainier Ave S Bus-Only Lane project, why the changes are taking place, and how the community can provide input. (Survey and Public Meeting)

Key Messaging

- The Rainier Ave S Bus-Only Lanes are helping to improve transit reliability within the city.
 - Rainier Ave S is a high priority route that needs reliable service
 - It serves many essential workers and ridership remained high in this corridor during the Pandemic
- The project is part of Seattle [Prop 1](#) (increased Metro services and additional transit programs for Seattle residents).
- SDOT is evaluating two alternatives and wants to hear from the community.
- The community is encouraged to take the [survey](#) and attend the public meeting on October 25th.

Strategy & Partners

Media Campaign Strategy & Management

The Vida Agency curated a list of strategic multicultural media partners who are the trusted news sources for Seattle's diverse South End community, to help raise awareness about the Rainier Ave Bus-Only Lane project.

Media Outlet Partners

- Converge Media
- Seattle Medium
- Runta News
- Rainier Ave Radio
- NW Vietnamese News
- Seattle Chinese Post
- South Seattle Emerald

Languages

- English
- Spanish
- Chinese
- Vietnamese
- Somali

Campaign Assets and Services

- Digital and Social Media Ads
 - Creative campaign development
 - Campaign management/facilitation/reporting
- Media Interview Series
 - Seattle Medium, Rainier Ave Radio, Converge Media
 - Media training/Spokesperson Development: Christina Alar
 - Interview briefings/logistics/key messaging
 - Interview set-up and facilitation
- Online Article
 - Runta News
 - Custom online article, photo shoot and pre-recorded video interview

Our Spokesperson

Christine Alar

Christine Alar is a **Senior Transportation Planner** at the Seattle Department of Transportation. She is currently working within the Transit and Mobility division where her team focuses on strategies and investments to improve transit service within the city. Much of the work involves close partnerships and coordination with the local transit agencies and review of City projects to maintain efficient transit operation and seek opportunities to partner for transit improvements. Christine graduated from the University of Washington and has worked as a transit professional for over 20 years. Her previous work includes urban planning in the Bay Area, implementation of the Mayor's Transportation Plan in London (UK), and project coordination for Sounder Commuter Rail at Sound Transit in Seattle

Interview Series Facilitation

- Spokesperson media training
- Key message/talking point development
- Interview briefings, set-up, and facilitation with media partners/spokesperson
- Media clip /coverage reporting



Interview Series Media Partners



Rainier Avenue Radio is the South Seattle community radio station and digital media hub. They are proud to serve Seattle and surrounding communities with opportunities to engage with critical issues, compelling stories and quality entertainment. Programming includes a range of music; sports; regional traffic; local and national news; happenings around greater Seattle and talk shows including political, current events, diverse languages, and children’s programming created by members of the community.



Runta News is an online version of the “Runta Somali News Magazine”, which launched in 1995. Runta News online is dedicated to the readers who may have missed the physical paper and want to stay regularly updated. Runta covers stories that interest Somalis, Muslims and Africans. The first printed copy of Runta was published in Nairobi, Kenya where it served the largest number of readers before moving headquarters. Now Seattle-based, Runta has shifted focus onto young Somalis who grew up in the United States and Canada offering content that matters to them. The news outlet is bilingual with articles served in both the Somali and English languages.



Tiloben Publishing Company, Inc. is the largest African American owned and operated communications company in the Pacific Northwest. They 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).



Converge Media is a leading producer of culturally relevant content in Seattle and across the Pacific Northwest. Converge Media’s flagship programs offer news and entertainment tailored to the Pacific Northwest’s Black and urban audiences. Monday through Friday, Converge Media show hosts get you up to speed with street-level coverage of the day’s most relevant news, featuring conversations with elected officials, community leaders, local creatives, and much more. Built from a combination of short and long form content as well as commentary by trusted voices from the Black community, the segments are praised by citizens, government officials, community leaders, and local business owners.

Interview: Converge Media



Converge Media Interview

- 3.59K YouTube Subscribers
- 136K Social Media Followers
- 25K Online Average Monthly Views
 - [Link to Segment](#)
- Segments Average 2,000+ views across all channels YouTube, Spotify, Google Podcast, SoundCloud, Apple Podcast



Interview & Article: Runta News



Runta News Interview & Online Article

- 1.57K YouTube Subscribers
- 35,000 Social Media Followers
- 8K Average Online Monthly Views
 - [Article Link](#)
- [Link to Segment](#) - 130 Views



Interview: Rainier Ave Radio



Rainier Ave Radio Interview

- 1.46K YouTube Subscribers
- 50K Monthly Listeners
- 11K Social Media Followers
- 3.5K Average Online Monthly Views
- [Link to Segment](#) - 13 Views



Interview: Seattle Medium

Podcast: Bus Only Lane Rainier Ave Proposal

October 15, 2022



Rhythm and News podcast interview with Christine Alar of Seattle's Department of Transportation on their Bus Only Lane proposal for Rainier Ave. Interview by Chris Bennett.

Seattle Medium Rhythm & News Podcast & Online Post

- [Link to Segment](#)
- 100,000 Average Online Monthly Views
 - 50K Monthly Listeners
 - 6K Social Media Followers



Creative Campaign

Digital & Social Media Campaign Assets

Transit on Rainier Ave S:

More Accessible and Reliable with Bus-Only Lanes

Take our survey



Bus-Only Lanes on Rainier Ave S =

Reliable & Accessible Transit

Take our survey



在 Rainier Ave S 上的交通方式:

無障礙、更可靠的公車專用道



參與我們的調查



Bus-Only Lanes on Rainier Ave S = Reliable & Accessible Transit

Take our survey



Rainier Ave 上的公車專用道 =

無障礙且可靠的交通方式



參與我們的調查

Transit on Rainier Ave s:

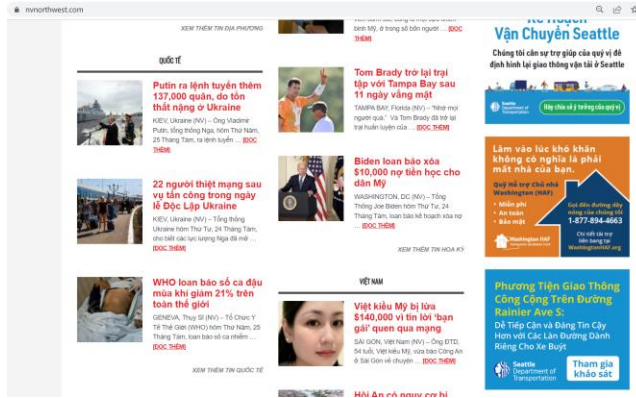
More Accessible and Reliable with Bus-Only Lanes

Take our survey

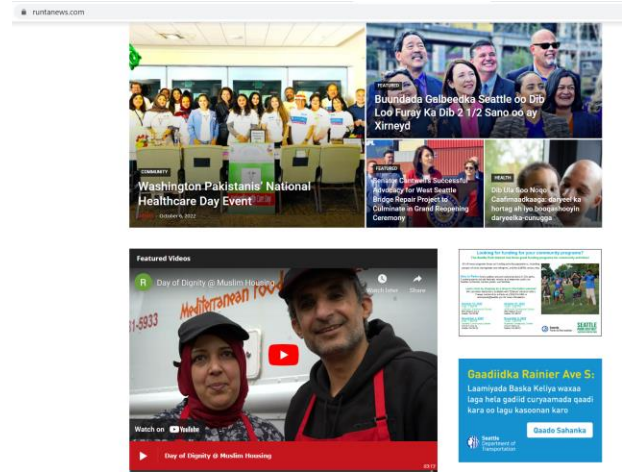


Campaign Screenshots

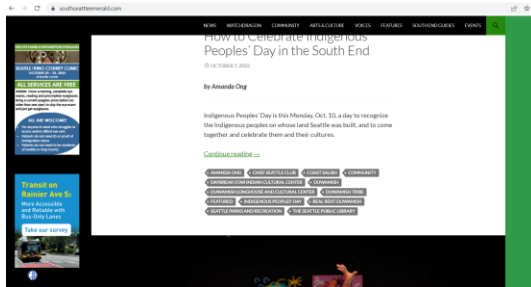
NW Vietnamese News



Runta News



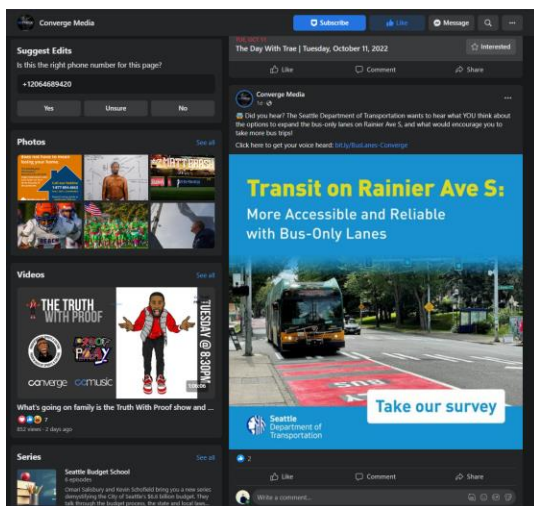
South Seattle Emerald



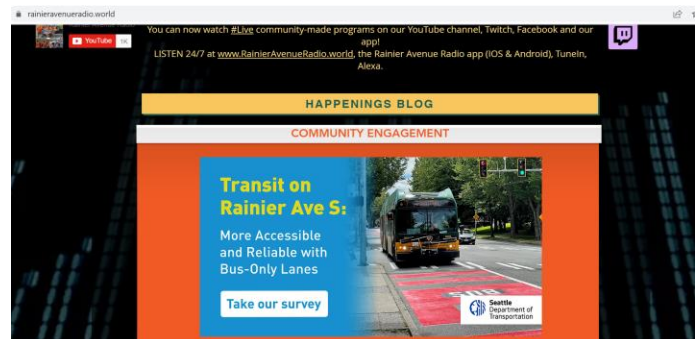
Seattle Chinese Post



Converge Media

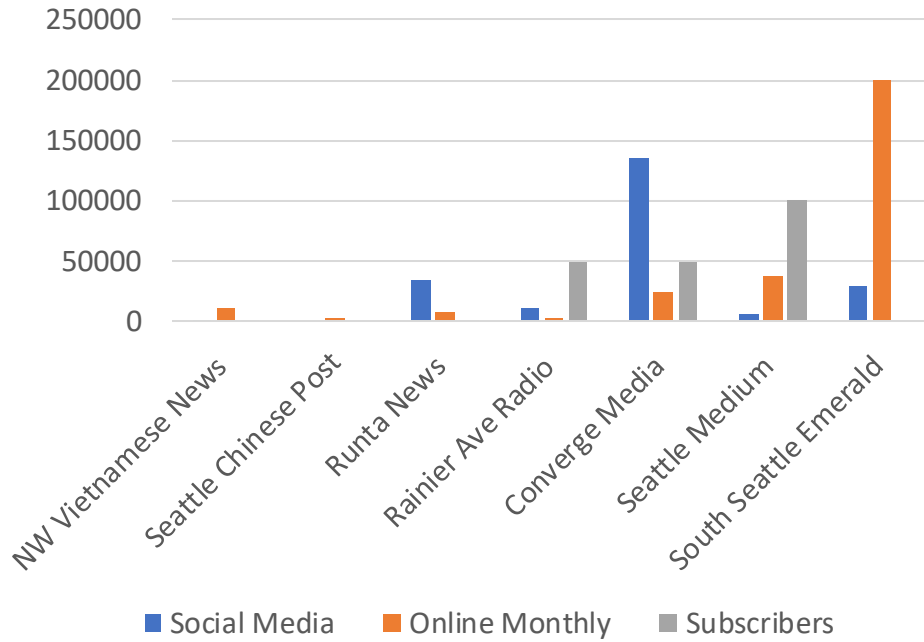


Rainier Ave Radio



Campaign Reach

Global Reach



Engagements by Outlet

Outlet	Language	Clicks
NW Vietnamese News	Vietnamese	13
Seattle Chinese Post	Chinese	21
Runta News	Somali	13
Rainier Ave Radio	English	5
Converge Media	English	14
Seattle Medium	English	99
South Seattle Emerald	English	39
	TOTAL CLICKS	204



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