



# Equitable Engagement Framework

City of Edmonds





Photo: Janine Harles

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# Who is the City of Edmonds?

The City of Edmonds is a gem of the Puget Sound, located in the southwest corner of Snohomish County, Washington. With just over 40,000 residents, Edmonds has many benefits of a smaller town, while still having easy access to the cities of Seattle and Everett.

The City is committed to providing high quality services and understands the significance of the services it provides to the public and the impact to the quality of life for the people of Edmonds. With this commitment comes the responsibility to not cause unintended harm to the communities, businesses and individuals who work, live or play in Edmonds. We are committed to centering people in our work, to contribute to a better quality of life, and to promote equitable opportunities for all while ensuring long-term resiliency for the whole community.

In 2021, the median income of the city's 17,800 households was \$91,499. Seventy-eight percent of the city's population is white, two percent are Black, nine percent are Asian, eight percent are Hispanic or Latinx, and seven percent are multi-racial. Ninety-three percent of the residents are U.S. citizens. Twelve percent of community members either do not have an internet subscription or have cellular data as their only internet subscription. Six percent of community members over five years of age speak Spanish at home. A full demographic analysis is available in [Appendix 1](#).

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# How to use this plan

This plan is a guide for City of Edmonds staff and contractors for how to conduct engagement during the development and implementation of projects in the City's development services department. This plan provides guidance on appropriate levels of engagement, provides suggested strategies and tactics, and outlines principles for making decisions. With this plan, we can engage consistently across departments and projects so community members know what to expect. By using this plan, we will develop long-term relationships and build trust with community members and partners.

Use this guide in the early stages of projects and revisit it at key milestones. Use this plan along with regulatory requirements. While inclusive engagement frequently includes more community engagement, it does not always check all the regulatory boxes. Likewise, regulatory requirements may sometimes effectively reach some community members, but do not usually rise to a high level of equitable engagement.

## Definitions

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### Overlooked

Overlooked populations include people in communities that decision-makers have historically devalued and still do not consider in decision-making today.

### Underserved

People who are underserved do not have their needs addressed adequately. Decision-makers repeatedly fail to resource these communities while a corresponding counterpart population may be overserved.

### Disproportionately impacted

Disproportionately impacted people are affected more, and more often, than others by harmful government action. Systemic inequity is embedded in multiple systems resulting in large-scale structural harms that are compounded and cause multilayered barriers across generations and geography.

### Seldom heard

Seldom heard populations include people whose voices are historically misunderstood or disregarded and therefore do not often speak up, and when they do, their input does not meaningfully impact systems, resulting in a disengagement of the population because of repeated failed efforts and experiences of broken trust.

### Marginalized

Marginalization devalues the needs of overlooked, underserved, seldom heard, and underrepresented populations to an extent that their needs are secondary or disregarded in comparison to those of socially dominant populations.

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# What is equitable community engagement?

Community engagement is the process of proactively seeking community input to support building an Edmonds for the people and by the people. It supports City decision making with a thorough understanding of how those decisions might impact the public. It ensures the community has full access to information and opportunities to propose ideas and come up with collective solutions related to City initiatives.

The City of Edmonds recognizes that historically some communities were not represented in decision-making. Equitable engagement rests on the understanding that lived experience is valuable expertise and prioritizes the needs of groups who have been historically overlooked, underserved, disproportionately impacted, and seldom heard. Equitable community engagement encourages and helps create socially just outcomes for people who have been and continue to be, marginalized and/or underrepresented in conversations and decisions that affect their communities. This includes people affected by racism, bias, poverty, limited-English proficiency, disability, or immigration.

The recommended Edmonds priority audiences for equitable engagement are detailed in the Audience Prioritization section. In general they include:

- People who are older than 60 years of age and living alone
- Females older than 65 years of age
- Households with incomes less than \$50,000
- Families with children younger than 18 years of age
- People who speak languages other than English
- People who are Black, Indigenous, or People of Color (BIPOC)
- People who are not citizens
- People who have disabilities
- People who rent their homes
- People without reliable computer and/or internet access
- People who are LGBTQIA+
- People who rely on public transit

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# Guiding principles for equitable community engagement

## **INCLUSION AND MUTUAL RESPECT**

Include participants representing diverse perspectives and lived experiences of systemic racism and oppression. Foster an environment of mutual respect where community members can show up as their authentic selves.

## **PRIORITIZE ENGAGING AND HEARING FROM HISTORICALLY OVERLOOKED AND MARGINALIZED COMMUNITIES**

Amplify the voices of people with marginalized identities who have historically been overlooked and underrepresented in government planning.

## **RESPONSIVENESS TO COMMUNITY**

Actively listen to community members. Look for opportunities to meaningfully collaborate and for community driven decision-making. Demonstrate that the City is listening and values their contributions by reporting how we used their feedback.

## **RESOURCE INVESTMENT**

Invest time and financial resources in developing more equitable community engagement practices. Create systems and programs to sustain equitable engagement over time and ensure staff have enough time and resources to do the work. Compensate community-based organizations and partners for their time and expertise.

## **RELATIONSHIP BUILDING**

Invest time and resources in developing and maintaining intentional and mutually beneficial relationships with people representing communities historically overlooked or excluded from public processes. Check-in on a regular basis to help connect them with City resources, bring information and resources to meetings, and simply say hello.



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## Team member roles and responsibilities

The City does not currently have dedicated community engagement staff nor formal roles for community engagement. To be successful at inclusive engagement, it is important that each project, program, and initiative have a person accountable for those efforts and roles need to be identified at the beginning of each project or initiative and reaffirmed at key milestones. Those individuals can coordinate closely with the public information officer for a collaborative communications and engagement approach.

As the City proceeds with equitable engagement, we will benefit from connecting with the Diversity Equity and Engagement Commission and identifying community engagement specialists in each division.

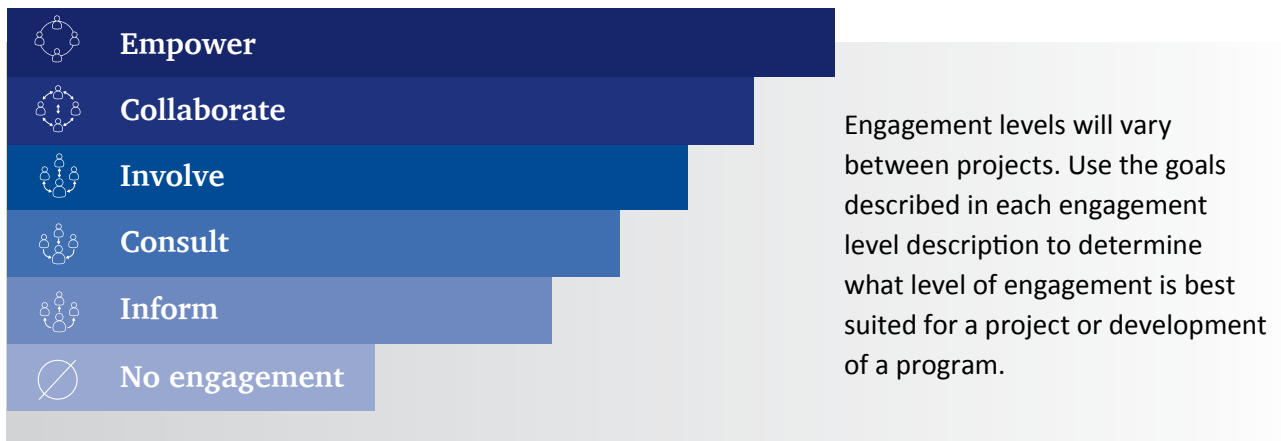


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# Levels of engagement

Successful and inclusive engagement is tailored to the community and to the project. Projects and initiatives have different levels of impact and possibility for community input.

The City is modeling engagement on the International Association for Public Participation's (IAP2) model for community engagement. This is a starting place for determining levels of public engagement during a project. IAP2 describes five levels of engagement:



## No engagement

The action does not directly affect community members or implements a project the community has already influenced, for example, lot line adjustments, critical area determinations, and other generally minor decisions or updates to ongoing projects.

## Inform

### GOAL

Provide community members with balances and objective information to assist them in understanding the problem, alternatives, opportunities, and solutions.

### COMMITMENT

Keep community members informed.



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## EXAMPLES OF WHEN TO USE THE INFORM ENGAGEMENT LEVEL

- Program announcements
- Construction notices including short subdivisions and accessory dwelling units
- Home occupations
- State Environmental Policy Act determinations
- Industry specific code updates such as a wireless code

## RECOMMENDED TACTICS

- Social media posts
- News release
- Mailings, including in-language translations
- Fact sheets and informational materials
- Door-to-door outreach
- Presentations
- Narrated presentations
- Website updates
- Land use action signs
- Tabling at community events



### GOAL

Gather input and feedback from the community on analysis, alternatives, or decisions.

### COMMITMENT

Keep community members informed, listen to and acknowledge concerns and aspirations, and provide feedback on how community input influenced project decisions.

## EXAMPLES OF WHEN TO USE THE CONSULT ENGAGEMENT LEVEL

- Formal subdivisions (5 or more lots)
- Zoning variances
- Conditional use permits
- Design review
- Planned residential development

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## RECOMMENDED TACTICS

- Community briefings with opportunity to share input
- Site visits
- Community survey
- City staff presenting at community events
- Online open house with comment form or survey
- Public meetings with formal or informal public comment
- Tabling at community events and collecting comments from community
- Social media posts that direct community members to a survey or other tool for collecting comments
- Interviews with CBO representatives or other community leaders



### GOAL

Work directly with community members throughout the process to make sure public concerns and aspirations are consistently understood and considered.

### COMMITMENT

Work with community members to make sure their concerns and aspirations are directly reflected in the alternatives the City develops and provide feedback on how the input influenced project decisions.

## EXAMPLES OF WHEN TO USE THE INVOLVE ENGAGEMENT LEVEL

- Rezoning
- Development agreements

## RECOMMENDED TACTICS

- Series of community conversations
- Site visits with robust give and take conversation
- Advisory boards or committees
- City staff attending meetings of community groups and facilitating dialogue to gather input
- and share responses
- Public meetings with robust give and take conversation
- Communication materials include specific references to how the City has incorporated community input



## Collaborate

### GOAL

Partner with the community in every aspect of the decision, including developing alternatives and identifying the preferred solution.

### COMMITMENT

Look to the community for advice and innovation in creating solutions and incorporating their advice and recommendations into the decisions to the maximum extent possible.

### EXAMPLES OF WHEN TO USE THE COLLABORATE ENGAGEMENT LEVEL

- Comprehensive planning, including amendments
- Zoning text amendments
- Development regulations
- Tree code updates
- Street vacations
- Subarea plans
- Code amendments
- Special capital projects
- Park master plans
- Street concept and public space design

### RECOMMENDED TACTICS

- Advisory boards or committees
- Series of community conversations
- Site visits with robust give and take
- City staff attending meetings of community groups and facilitating dialogue to gather input and share responses
- Public meetings with robust give and take conversation
- Communication materials include specific references to how the City has incorporated community input



## Empower

### GOAL

Place the final decision making in the hands of the community.

### COMMITMENT

Implement what the community decides.

### EXAMPLES OF WHEN TO USE THE EMPOWER ENGAGEMENT LEVEL

- Park master plans
- Public space design

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## RECOMMENDED TACTICS

- Decision making boards or committees
- Series of community conversations with decision making process for community to drive final decisions
- Site visits with decision making process for community to drive final decisions City staff attending meetings of community groups and facilitating dialogue to gather input and share responses
- Public meetings with decision making process for community to drive final decisions



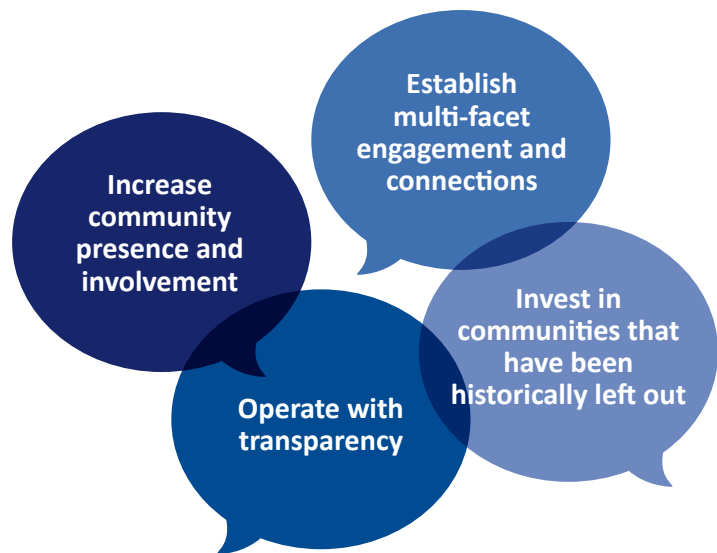
Photo: Janine Harles

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# Strategies for engagement

## Discovery process for developing a strategy for Edmonds

As part of the discovery process to create this framework, interviews were conducted with community-based organizations (CBOs), faith-based organizations, and community leaders to better understand their values and priorities and discover opportunities for mutually beneficial, long-term relationship building. Interviewees shared a range of feedback, input, and perspectives for how the City of Edmonds can more equitably engage its diverse residents. The full report on the interview themes and summaries of 13 interviews are in [Appendix 2](#). The themes that emerged from the interviews are:



- Increase community presence and involvement
- Invest in communities that have been historically left out
- Operate with transparency
- Establish multi-faceted engagement and connections

Based on the input from interview participants, the following strategies and tactics can inform Edmonds' outreach efforts. Each engagement effort strategy and suggested tactics includes the [related level of engagement description](#)

## Increase community presence and involvement

### ATTEND COMMUNITY-HOSTED MEETINGS



Levels of engagement: inform, consult

- Start with the organizations interviewed during the equitable engagement framework development, see [Appendix 2](#) for list of organizations, groups, institutions, associations, and community leaders

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## HOST TOPIC-SPECIFIC MEETINGS



### Levels of engagement: inform, consult, involve

- Invite CBO leaders as guest speakers. Host online and in person. Hold meetings quarterly with an open forum for Q&A sessions
- Partner with CBOs, primary and secondary schools, and the college to host Edmonds Town Hall meetings or State of the City addresses in neighborhoods outside of downtown

## PROMOTE COMMUNITY-HOSTED EVENTS



### Level of engagement: involve

- Create a shared citywide calendar with CBOs and other organizations and invite them to events. Promote the calendar on the City's social media and newsletter

## SPONSOR COMMUNITY HOSTED EVENTS



### Level of engagement: collaborate

- Provide facilities free of charge to CBOs that are providing services. Host events that celebrate nondominant cultures, like salsa dancing nights at the senior center or Lotería in addition to bingo

## SHARE INFORMATION AT PUBLIC EVENTS



### Levels of engagement: inform, consult, involve

- Host an information table at the Edmonds Summer Market and offer an activity to keep kids entertained while staff talk to parents and other caregivers
- Create more events such as the library's Family Story Time in languages other than English and Spanish

## CELEBRATE CULTURAL HERITAGE AND HISTORY MONTHS



### Level of engagement: collaborate

- Work with CBOs, community leaders and neighborhoods to celebrate cultures during heritage and history months:
  - September/October: Latinx
  - February: Black
  - March: Asian American and Pacific Islander
  - June: LGBTQIA+



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## Establish multi-faceted engagement and connections

### ENGAGE PEOPLE IN THE LANGUAGES THEY USE



#### Level of engagement: inform

- Create materials and online resources in the languages most commonly used within the City of Edmonds, including Amharic, Korean, Mandarin, Spanish, and Tagalog
- Provide interpreters at meetings and when attending community hosted events

### ENGAGE WITH PEOPLE THROUGH THE TECHNOLOGY THEY USE



#### Levels of engagement: inform, consult

- Communicate through culturally-relevant media outlets and media publications including those available in languages other than English such as websites, Instagram, Facebook, WhatsApp, Ka Kao Talk (Korean social media app), and in-language, ethnic, and culturally or population relevant media outlets
- Don't rely solely on social media and online announcements, circulate paper flyers about City initiatives, programs and events to people who do not work in industries that use/check email daily
- Distribute information by mail in multiple languages.

### CONNECT WITH PEOPLE WITHIN THE COMMUNITY



#### Levels of engagement: inform, consult

- Include and provide the necessary accommodations for meaningful participation for those who have intimate knowledge of living with marginalized or historically oppressed identities
- Use QR codes on materials as an option but also include the written website/online address
- Incentivize participation when possible. For example, offer a chance to win a gift card by participating in a survey

## Invest in areas beyond Downtown and communities that have been historically left out

### CONNECT WITH PEOPLE WITHIN THE COMMUNITY



#### Levels of engagement: involve, collaborate

- Collaborate with the City's community outreach staff from other departments such as Human Services, City Council members, and police departments from neighboring communities to incorporate lessons learned and strategic planning, and to share ideas, information, and experience

- 
- Meet with other community engagement coordinators and practitioners across different departments or with outside partner agencies

### **CREATE AND SHARE OPPORTUNITIES**



#### Levels of engagement: inform, consult, involve

- Share information about grant funding opportunities with local businesses and organizations
- Provide more funding opportunities to organizations serving racially and economically diverse communities

## **Establish City staffing and processes that reflect diversity**

### **PROVIDE EASY ACCESS AND A POINT OF CONTACT**



#### Level of engagement: involve

- Create a City staff position specific to community outreach. Include DEI professionals from city departments and professionals local to the neighborhood in planning processes
- Create a City contact resource management database to manage community contacts
- Identify a staff contact for each City department to maintain and build relationships with CBOs

### **HIRE STAFF AND BUILD A TEAM THAT REPRESENTS CITY DIVERSITY**



#### Levels of engagement: inform, consult

- Partner with schools and colleges to engage their diverse student population and recruit them into community leadership roles
- Connect diverse student populations to employment opportunities and career fairs and connecting with schools and colleges to support student projects
- Communicate open positions on committees and councils to increase community participation
- Conduct focus groups to learn more about a specific topic or population from people with lived experience. Compensate participants for contributing
- Create talent recruitment pipelines to increase representation of people who are Black, Indigenous, and people of color in City leadership, City department staff, and elected positions

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## IMPLEMENT INCLUSIVE PRACTICES



### Level of engagement: inform

- Include gender-inclusive policy in hiring and training
- Begin meetings with land acknowledgments
- Promote anti-hate speech

## Create an inclusive atmosphere citywide

### REACH PEOPLE THROUGH MULTIPLE CITY CHANNELS



### Levels of engagement: inform, consult, involve

- Add DEI specific information to communication tools such as the City's Facebook, utility bills, and articles on City staff timesheet pages. Include information such as contacts, language services, disability services, and community engagement opportunities
- Share information about CBOs on the City's website, such as a weekly CBO highlight in the city newsletter
- Add a section on the City website to promote businesses owned by people who are LGBTQIA+ and qualify as Disadvantaged Business Enterprise (DBE)

### MAKE ACCOMMODATIONS FOR PEOPLE WHO ARE LIVING WITH OR CARING FOR PEOPLE WITH DISABILITIES



### Level of engagement: inform

- Provide specific information to inform people of accessibility options, such as providing the distance between the parking lot and event locations. Include descriptions of ADA accessibility and "family friendly" activities
- Compensate for noise levels in public meetings or recordings by providing ADA accessible technology for those with hearing impairments
- Use technology compatible with screen readers and comply with 508 Compliance guidelines

### INCLUDE ELEMENTS IN THE CITY THAT CELEBRATE DIVERSITY



### Level of engagement: collaborate

- Assist in outreach efforts to boost attendance at community events, such as sharing community event social media posts on the City's channels
- Make the downtown area more inviting and accessible to people who live in other neighborhoods

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For example, bring back the ‘walkable Main Street’ initiative created during the pandemic when the City blocked off parking. This made it more accessible for walking and using assisted mobility devices, strollers, or wagons

- Include artwork from diverse artists and arts organizations throughout the city, such as murals, billboards, and large art installations
- Install signs that welcome people to Edmonds in neighborhoods throughout the city, especially neighborhoods that border adjacent cities
- Serve culturally diverse food in the City Hall cafeteria, especially food that represents the cultures of people who live in Edmonds, like Korean food, Chinese food, and food from Latinx cultures
- Create an advertising campaign to boost city pride. Include content that is culturally relevant

## Operate with transparency

### PROVIDE CONTACTS AND INFORMATION



#### Level of engagement: inform

- Provide contact information for a person in each City department with whom CBOs can work directly
- Integrate feedback in tangible ways to show community members their voices matter
- Detail specific action items in strategic plan commitments including welcoming plans, hiring plans, housing plans, etc.
- Share City data with the school districts and CBOs to enhance educational and community DEI planning initiatives
- Have the Mayor or other City leadership hold community meetings with organizations that are led by and support BIPOC communities
- Advertise City of Edmonds events to students, including ways to get involved and volunteer
- Provide a helpdesk /help line that includes interpreters for people who use languages other than English. Train English speaking staff how to transfer calls to interpreters
- Provide alternative communication methods for people who do not use email, especially seniors
- Robocalls/texts work well for some communications, such as emergency announcements. Consider budgeting this for intentional outreach to specific neighborhoods for select (strategic) non-emergency events
- Minimize or reduce police presence at community events

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# Compensating community partners



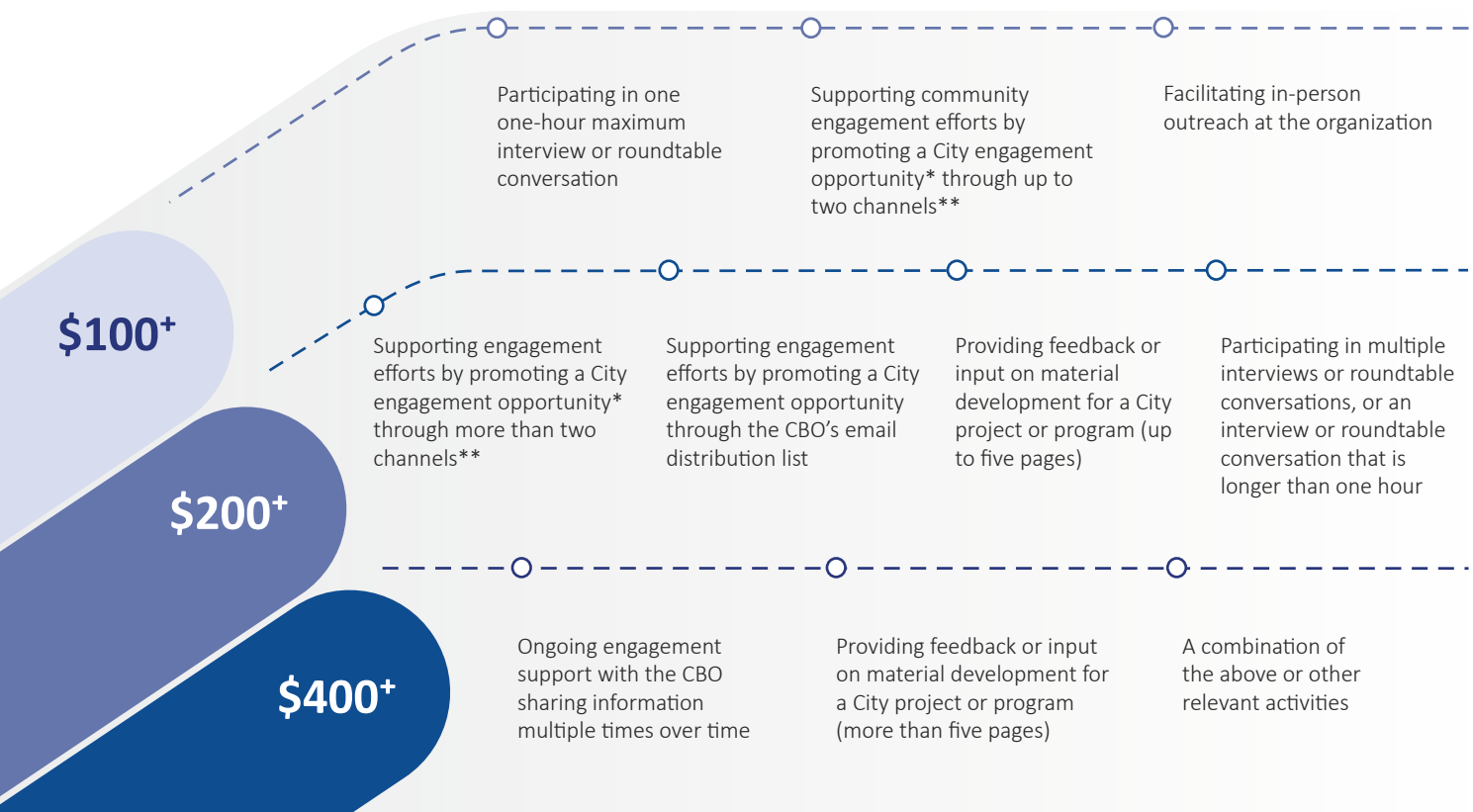
The City of Edmonds recognizes that community-based organizations (CBOs) hold immense value and expertise in engaging and supporting communities. City team members strive to build trust and relationships with CBO partners that both aid the City to engage historically underserved community members and benefit and center the needs of each CBO partner. A key element of the City's approach to ensure mutual benefit is compensating organizations for time, vision, input, and expertise.

CBO partners shared that there is never an appropriate time to ask for their insight or outreach support without fair exchange. Compensation or fair exchange may look different depending on the CBO. Some ideas for compensation include:

- Make a direct donation to the organization or provide a stipend for staff time
- Provide prepaid transit cards that CBOs can distribute to their clients or members
- Feature a CBO partner in an agency newsletter or on social media
- Share information about programs that will directly benefit CBO members or service recipients
- Use CBO in-house translation services to create materials in languages other than English
- Offer City resources to the CBO, such as facility use or informational trainings

The following compensation model reflects an approach for CBO partnership that centers the CBO's experience and meets them where they are. When partnering with a CBO, work to understand what they have interest and capacity to support. Depending on the agreed upon level of effort and the resources the CBO is investing, CBOs will receive varying levels of compensation. The compensation scale is meant to be flexible and customizable for each CBO, because no two organizations are the same.

Providing compensation does not equal CBO support or gaining an organization’s trust. Many CBOs have been working within their communities for years to build strong relationships by providing connection, information, resources, and support – relationships they may be interested in protecting. Even with the best intentions of reaching people who have been historically underserved or marginalized, the City is not entitled to any CBO’s interest or support. CBO and partner trust requires the City to build and maintain reciprocal relationships. Partnering with CBOs is a long-term commitment that requires consistency, intentionality, and respect.



\*Survey, open house, meeting or briefing, comment period, etc.

\*\*Social media, newsletter, posting flyers/materials, etc.

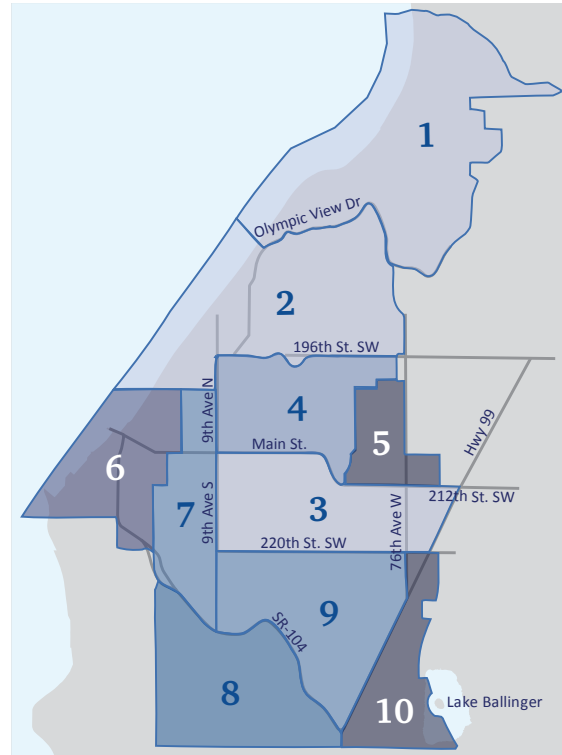


# Audience prioritization

Knowing the audience helps prioritize which audiences to engage, and how to reach them. See [Appendix 1](#) for a thorough demographic analysis. Using information gathered from interviews, best practices for engaging specific populations, and demographic information by census tract, the following is a list of suggested priority audiences along with recommendations for engaging community members in each geographic area.

A demographic analysis identified priority audiences, neighborhoods, and groups of people that have been underrepresented in prior engagement efforts. The demographic analysis summarizes population characteristics within ten identified geographic locations, including Census Tracts 502 (Area 1), 503 (Area 2), 504.02 (Area 3), 504.03 (Area 4), 504.04 (Area 5), 505.01 (Area 6), 505.02 (Area 7), 507 (Area 8), 508 (Area 9), and 509 (Area 10). See the map at right.

[Appendix 1: Demographic Analysis](#) includes details on individual-level and household level demographics.



The map shown here corresponds to the recommended priority audiences in the table below

## Recommended priority audiences include:

Audience Criteria	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9	Area 10
People who are older than 60 years of age and living alone			x				
Females older than 65 years of age			x				
Households with incomes less than \$50,000		x	x				x
Families with children younger than 18 years of age		x					x
People who speak languages other than English		x				x	x
People who are BIPOC		x			x	x	x
People who are not citizens		x			x		x
People who have disabilities	x		x	x	x		
People who rent their homes		x	x		x		x
People without reliable computer and/or internet access			x	x			x
People who are LGBTQIA+	x	x	x	x	x	x	x
People who rely on public transit		x					

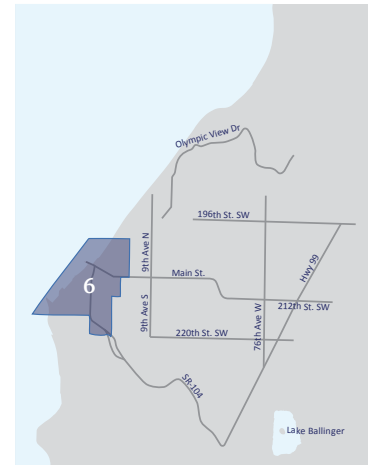
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## Priority Audience

People who are older than 60 and females older than 65 years of age.

### Criteria Overlap and Demographic Analysis Finding

- Area 6's population skews **female and older**
- People who are **older and living alone** are highly represented in area 6
- The largest populations of **residents with incomes below 200% of the federal poverty level**, and the lowest household median incomes, are in areas 5, 6, and 10
- The most **households without any computer access** or other device, and without an internet subscription, are in areas 6 and 10



### Engagement Recommendations

When conducting outreach in area 6:

- Consider accommodations for older residents
- Include technology for people with hearing disabilities
- In-person meetings should be accessible for people with mobility concerns
- Contact the local VFW post and auxiliary to engage both veterans and older adults
- Post information at senior centers and cross-post with recreation programming for seniors
- Connect with faith-based organizations and churches that have large congregations of people older than 60 years of age

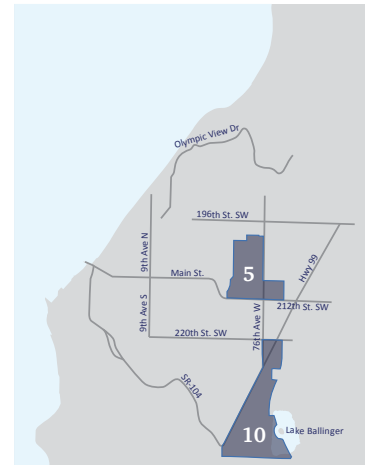
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## Priority Audience

**Families with children younger than 18 years of age.**

### Criteria Overlap and Demographic Analysis Finding

- The **largest populations of children** are in areas 5 and 10
- The largest populations of **residents with incomes below 200% of the federal poverty level**, and the lowest household median incomes, are in areas 5, 6, and 10



### Engagement Recommendations

When conducting outreach in areas 5 and 10:

- Provide childcare at meetings and events
- Provide refreshments at in-person meetings
- Schedule meetings and events at times that do not interfere with the “dinner hour” and consider weekend meetings and events
- Provide childcare at meetings and events for grandparents who take care of children
- Reach out to youth groups, schools, and youth sports organizations
- Connect with the school system to distribute information through parent-access portals
- Cross post information with recreation programming for children and families
- Connect with faith-based organizations and churches that have large congregations of young families
- Hold pop-up events at local parks
- Connect with groups online such as mom and meet-up groups on Facebook

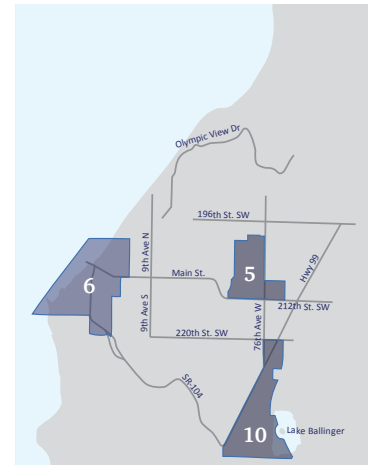
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## Priority Audience

**Households with income less than \$50,000.**

### Criteria Overlap and Demographic Analysis Finding

- The largest populations of **residents with incomes below 200% of the federal poverty level**, and the lowest household median incomes, are in areas 5, 6, and 10
- The **largest populations of children** are in areas 5 and 10
- **Households who rely on public transit** have highest representation in area 5
- Area 6's population skews **female and older**
- The most **households without any computer access** or other device, and without an internet subscription, are in areas 6 and 10. The most households where a cellular data plan is the only internet subscription are in areas 7 and 10
- People who are **older and living alone** are highly represented in area 6.
- The most residents with **ambulatory difficulties** (serious difficulty walking or climbing stairs) are in areas 4, 6, and 9
- The most **residents with hearing disabilities** are in areas 6, 7, and 8



### Engagement Recommendations

When conducting outreach in areas 5, 6, and 10:

- Distribute information door-to-door as well as through social media
- Provide childcare at meetings and events
- Provide refreshments at in-person meetings
- Schedule meetings and events at times that are outside of 9am-5pm “business” hours
- Consider weekend meetings and events
- Partner with social services and food access
- Advertise meetings and events on transit shelters and buses

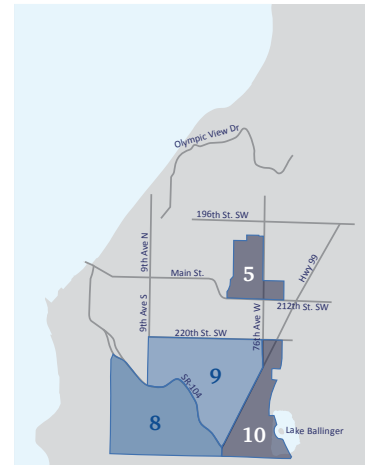
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## Priority Audience

**People who are Black, Indigenous, or People of Color (BIPOC).**

### Criteria Overlap and Demographic Analysis Finding

- The largest **BIPOC populations** are in areas 5, 9, and 10. There are more people who are **Asian** in areas 8 and 10, and more people who are **Hispanic** in areas 5 and 10
- The largest populations of **people who are not U.S. citizens** are in areas 5 (13%), 8 (13%), and 10 (14%). Similarly, areas 5 and 10 have the largest populations of U.S. citizens by naturalization
- The largest population of **people who speak a Chinese dialect** are in area 10 (4%)
- The largest populations of **people who speak Spanish** are in areas 5 (17%) and 10 (11%)
- The largest populations of **people who speak Vietnamese** are in areas 5 (4%) and 10 (3%)
- The **largest populations of children** are in areas 5 and 10
- The most residents with **ambulatory difficulties** (serious difficulty walking or climbing stairs) are in areas 4, 6, and 9
- Households who **rely on public transit** have highest representation in area 5
- The largest populations of **residents with incomes below 200% of the federal poverty level**, and the lowest household median incomes, are in areas 5, 6, and 10
- The most **households without any computer access** or other device, and without an internet subscription, are in areas 6 and 10. The most households where a cellular data plan is the only internet subscription are in areas 7 and 10



### Engagement Recommendations

Prioritize work in areas 5, 8, 9, and 10:

- Advertise in media outlets that focus on BIPOC communities (see media outlet guide in [Appendix 3](#))
- Connect with faith-based organizations and churches that have large congregations of people who are BIPOC
- Host or attend and table at neighborhood events

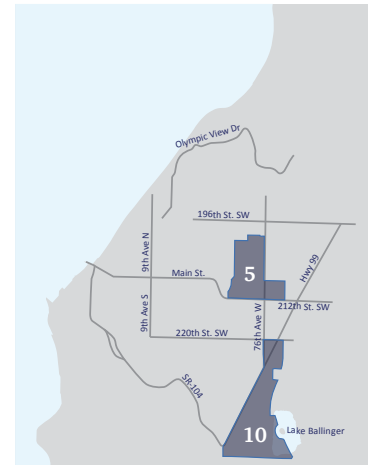
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## Priority Audience

People who speak Spanish.

### Criteria Overlap and Demographic Analysis Finding

- The largest populations of **people who speak Spanish** are in areas 5 (17%) and 10 (11%)
- The **largest populations of children** are in areas 5 and 10
- Households who **rely on public transit** have highest representation in area 5
- The largest populations of **residents with incomes below 200% of the federal poverty level**, and the lowest household median incomes, are in areas 5, 6, and 10
- The most **households without any computer access** or other device, and without an internet subscription, are in areas 6 and 10. The most households where a cellular data plan is the only internet subscription are in areas 7 and 10
- The largest populations of **people who are not U.S. citizens** are in areas 5 (13%), 8 (13%), and 10 (14%). Similarly, areas 5 and 10 have the largest populations of U.S. citizens by naturalization



### Engagement Recommendations

Prioritize work in Areas 5 and 10 to reach people who use Spanish:

- Advertise in media outlets that focus on LatinX communities (see media outlet guide in [Appendix 3](#))
- Provide in-language services such as materials in-language and interpreters and/or Spanish-speaking community engagement staff during meetings and events
- Connect with faith-based organizations and churches that have large congregations of people who are LatinX
- Host or attend and table at neighborhood events



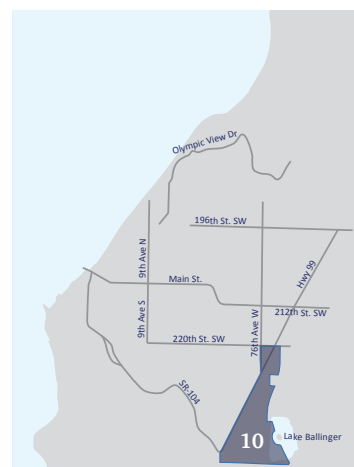
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## Priority Audience

People who speak Russian, Polish, other Slavic.

### Criteria Overlap and Demographic Analysis Finding

- The largest population of **people who speak Russian, Polish, or other Slavic languages** are in area 10 (3%)
- The largest populations of **people who are not U.S. citizens** are in areas 5 (13%), 8 (13%), and 10 (14%). Similarly, areas 5 and 10 have the largest populations of U.S. citizens by naturalization
- The **largest populations of children** are in areas 5 and 10
- The largest populations of **residents with incomes below 200% of the federal poverty level**, and the lowest household median incomes, are in areas 5, 6, and 10
- The most **households without any computer access** or other device, and without an internet subscription, are in areas 6 and 10. The most households where a cellular data plan is the only internet subscription are in areas 7 and 10



### Engagement Recommendations

Prioritize work in Area 10 to reach people who use Russian, Polish, or other Slavic languages:

- Advertise in media outlets that focus on eastern European communities (see media outlet guide in [Appendix 3](#))
- Hold pop-up events in market areas that have eastern European and International shops
- Provide in-language services such as materials in-language and interpreters and/or in-language community engagement staff during meetings and events
- Connect with faith-based organizations and churches that have large congregations of people who are of eastern European background

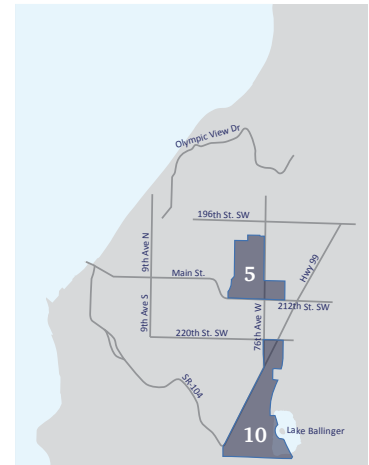
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## Priority Audience

**People who speak Vietnamese.**

### Criteria Overlap and Demographic Analysis Finding

- The largest populations of **people who speak Vietnamese** are in areas 5 (4%) and 10 (3%)
- The largest populations of **people who are not U.S. citizens** are in areas 5 (13%), 8 (13%), and 10 (14%). Similarly, areas 5 and 10 have the largest populations of U.S. citizens by naturalization
- The **largest populations of children** are in areas 5 and 10
- Households who **rely on public transit** have highest representation in area 5
- The largest populations of **residents with incomes below 200% of the federal poverty level**, and the lowest household median incomes, are in areas 5, 6, and 10
- The most households **without any computer access** or other device, and without an internet subscription, are in areas 6 and 10. The most households where a cellular data plan is the only internet subscription are in areas 7 and 10



### Engagement Recommendations

Prioritize work in Areas 5 and 10 to reach people who use Vietnamese:

- Advertise in media outlets that focus on Vietnamese communities (see media outlet guide in [Appendix 3](#)) to share information and promote engagement events
- Use social media such as WhatsApp to share information and promote engagement events
- Connect with faith-based organizations and churches that have large congregations of people who are Vietnamese
- Provide in-language services such as materials in-language and interpreters and/or Vietnamese-speaking community engagement staff during meetings and events
- Host or attend and table at neighborhood events

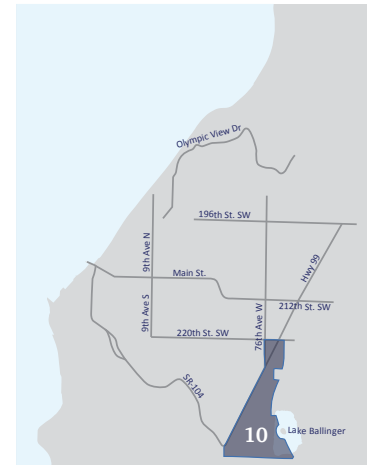
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## Priority Audience

**People who speak Chinese.**

### Criteria Overlap and Demographic Analysis Finding

- The largest population of **people who speak a Chinese dialect** are in area 10 (4%)
- The **largest populations of children** are in areas 5 and 10
- The largest populations of **people who are not U.S. citizens** are in areas 5 (13%), 8 (13%), and 10 (14%). Similarly, areas 5 and 10 have the largest populations of U.S. citizens by naturalization
- The largest populations of **residents with incomes below 200% of the federal poverty level**, and the lowest household median incomes, are in areas 5, 6, and 10
- The most households **without any computer access** or other device, and without an internet subscription, are in areas 6 and 10. The most households where a cellular data plan is the only internet subscription are in areas 7 and 10



### Engagement Recommendations

Prioritize work in Area 10 to reach people who use Chinese:

- Advertise in media outlets that focus on Chinese communities (see media outlet guide in [Appendix 3](#)) to share information and promote engagement events
- Use social media such as WhatsApp to share information and promote engagement events
- Connect with faith-based organizations and churches that have large congregations of people who are Chinese
- Provide in-language services such as materials in-language and interpreters and/or Chinese-speaking community engagement staff during meetings and events

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## Priority Audience

**People who speak Korean.**

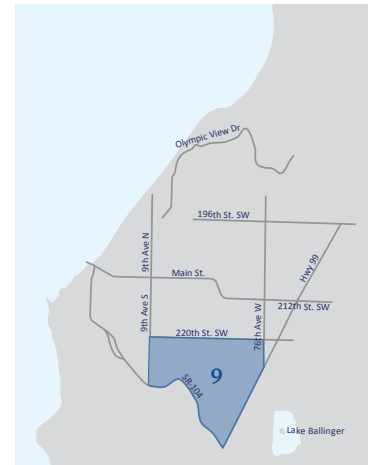
### Criteria Overlap and Demographic Analysis Finding

- The largest population of **people who speak Korean** are in area 9 (4%)

### Engagement Recommendations

When conducting outreach in areas 9:

- Advertise in media outlets that focus on Korean communities (see media outlet guide in [Appendix 3](#)) to share information and promote engagement events
- Use social media such as WhatsApp to share information and promote engagement events
- Connect with faith-based organizations and churches that have large congregations of people who are Korean
- Build a relationship with the Korean Services Center
- Provide in-language services such as materials in-language and interpreters during meetings and events



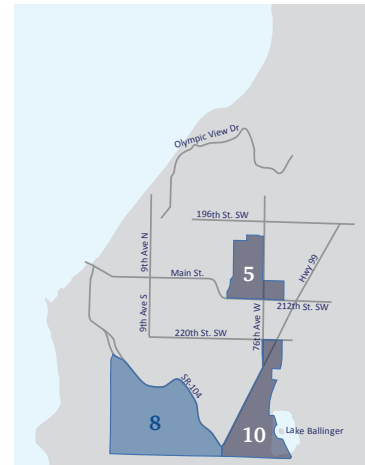
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## Priority Audience

**People who are not citizens.**

### Criteria Overlap and Demographic Analysis Finding

- The largest populations of **people who are not U.S. citizens** are in areas 5 (13%), 8 (13%), and 10 (14%). Similarly, areas 5 and 10 have the largest populations of U.S. citizens by naturalization
- The largest **BIPOC populations** are in areas 5, 9, and 10. There are more people who are **Asian** in areas 8 and 10, and more people who are **Hispanic** in areas 5 and 10
- The largest population of **people who speak a Chinese dialect** are in area 10 (4%)
- The largest populations of **people who speak Vietnamese** are in areas 5 (4%) and 10 (3%)
- The largest populations of **people who speak Spanish** are in areas 5 (17%) and 10 (11%)
- The largest population of **people who speak Russian, Polish, or other Slavic languages** are in area 10 (3%)
- The largest **populations of children** are in areas 5 and 10
- Households who **rely on public transit** have highest representation in area 5
- The largest populations of **residents with incomes below 200% of the federal poverty level**, and the lowest household median incomes, are in areas 5, 6, and 10
- The most **households without any computer access** or other device, and without an internet subscription, are in areas 6 and 10. The most households where a cellular data plan is the only internet subscription are in areas 7 and 10



### Engagement Recommendations

When conducting outreach in areas 5, 8, and 10:

- Hold meetings and events in community facilities as opposed to Downtown, City-owned buildings
- Provide in-language services such as materials in-language and interpreters and/or in-language community engagement staff during meetings and events

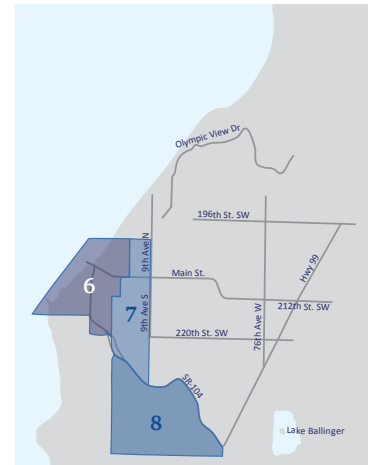
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## Priority Audience

**People with disabilities (hearing).**

### Criteria Overlap and Demographic Analysis Finding

- The most **residents with hearing disabilities** are in areas 6, 7, and 8
- Area 6's population skews **female and older**
- People who are **older and living alone** are highly represented in area 6
- The most residents with **ambulatory difficulties** (serious difficulty walking or climbing stairs) are in areas 4, 6, and 9
- The largest populations of **residents with incomes below 200% of the federal poverty level**, and the lowest household median incomes, are in areas 5, 6, and 10
- The most **households without any computer access** or other device, and without an internet subscription, are in areas 6 and 10. The most households where a cellular data plan is the only internet subscription are in areas 7 and 10



### Engagement Recommendations

When conducting outreach in areas 6, 7, and 8:

- Include technology for people with hearing disabilities
- Provide an ASL interpreter during meetings, including online and in-person



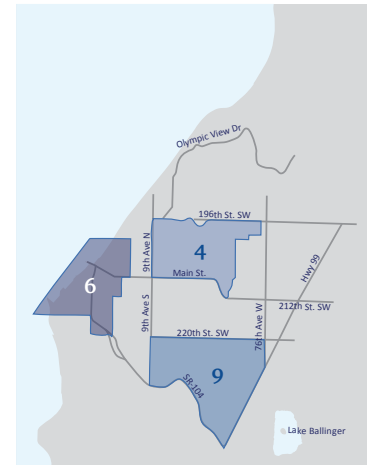
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## Priority Audience

People with disabilities (ambulatory).

### Criteria Overlap and Demographic Analysis Finding

- The most residents with **ambulatory difficulties** (serious difficulty walking or climbing stairs) are in areas 4, 6, and 9
- Area 6's population skews **female and older**
- The most **residents with hearing disabilities** are in areas 6, 7, and 8
- People who are **older and living alone** are highly represented in area 6
- The largest populations of **residents with incomes below 200% of the federal poverty level**, and the lowest household median incomes, are in areas 5, 6, and 10
- The most **households without any computer access** or other device, and without an internet subscription, are in areas 6 and 10. The most households where a cellular data plan is the only internet subscription are in areas 7 and 10
- The largest population of **people who speak Korean** are in area 9 (4%)



### Engagement Recommendations

When conducting outreach in areas 4, 6, and 9:

- In-person meetings should be accessible for people with mobility concerns
- Hold meetings online
- Work with transit service providers to distribute information to their clients

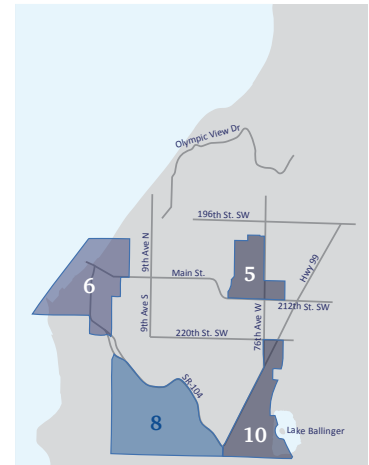
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## Priority Audience

People who rent their homes.

### Criteria Overlap and Demographic Analysis Finding

- The **largest populations of renters** are in areas 5, 6, 8, and 10, range from 34% to 50% (with 50% in area 10)
- The **largest populations of children** are in areas 5 and 10
- Households who **rely on public transit** have highest representation in area 5
- Area 6's population skews **female and older**
- **People who are older and living alone** are highly represented in area 6
- The most **residents with hearing disabilities** are in areas 6, 7, and 8
- The largest populations of **residents with incomes below 200% of the federal poverty level**, and the lowest household median incomes, are in areas 5, 6, and 10
- The largest populations of **people who are not U.S. citizens** are in areas 5 (13%), 8 (13%), and 10 (14%). Similarly, areas 5 and 10 have the largest populations of U.S. citizens by naturalization



### Engagement Recommendations

When conducting outreach in areas 5, 6, 8, and 10:

- Distribute information door-to-door
- Address mailings to current resident (not property owner name)
- Work with apartment managers to provide information to tenants on building email and bulletin boards

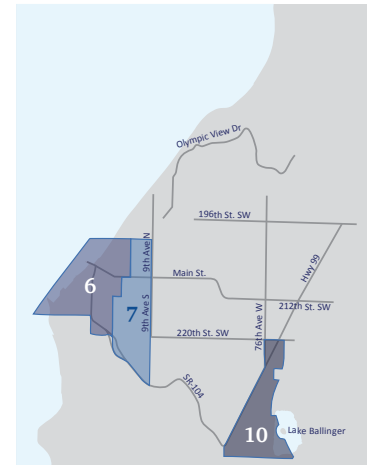
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## Priority Audience

**People without reliable internet and/or cell phone access.**

### Criteria Overlap and Demographic Analysis Finding

- The most **households without any computer access** or other device, and without an internet subscription, are in areas 6 and 10. The most households where a cellular data plan is the only internet subscription are in areas 7 and 10
- The **largest populations of children** are in areas 5 and 10
- Area 6's population skews **female and older**
- **People who are older and living alone** are highly represented in area 6
- The most **residents with hearing disabilities** are in areas 6, 7, and 8
- The most **residents with ambulatory difficulties** (serious difficulty walking or climbing stairs) are in areas 4, 6, and 9
- The largest populations of **residents with incomes below 200% of the federal poverty level**, and the lowest household median incomes, are in areas 5, 6, and 10
- The largest populations of **people who are not U.S. citizens** are in areas 5 (13%), 8 (13%), and 10 (14%). Similarly, areas 5 and 10 have the largest populations of U.S. citizens by naturalization



### Engagement Recommendations

When conducting outreach in areas 6, 7, and 10:

- Hold meetings and events in community locations
- Hold meetings in-person
- Distribute information door-to-door
- Hold pop-up events at community hubs, transit centers and libraries

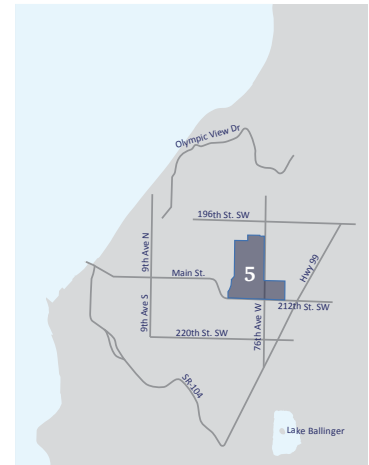
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## Priority Audience

### Households that rely on public transit.

#### Criteria Overlap and Demographic Analysis Finding

- Households who **rely on public transit** have highest representation in area 5
- The **largest populations of renters** are in areas 5, 6, 8, and 10, range from 34% to 50% (with 50% in area 10)
- The **largest populations of children** are in areas 5 and 10
- The **largest populations of residents** with incomes below 200% of the federal poverty level, and the lowest household median incomes, are in areas 5, 6, and 10
- The largest populations of **people who are not U.S. citizens** are in areas 5 (13%), 8 (13%), and 10 (14%). Similarly, areas 5 and 10 have the largest populations of U.S. citizens by naturalization
- The largest populations of **People of Color** are in areas 5, 9, and 10. There are more people who are Asian in areas 8 and 10, and more people who are Hispanic in areas 5 and 10
- The largest populations of **people who speak Vietnamese** are in areas 5 (4%) and 10 (3%)
- The largest populations of **people who speak Spanish** are in areas 5 (17%) and 10 (11%)



#### Engagement Recommendations

When conducting outreach in areas 5:

- Advertise meetings and events on transit shelters and buses
- Hold pop-up events at community hubs, transit centers, and libraries
- Hold meetings and events in community locations
- Reach out to building associations to contact their residents
- Work with food access and social service organizations
- Provide information and materials in languages other than English

---

## Priority Audience

People who are LGBTQIA+.

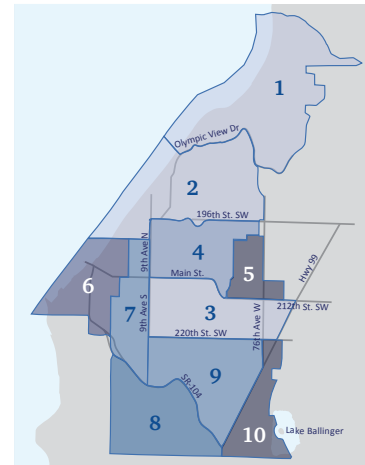
### Criteria Overlap and Demographic Analysis Finding

- Orientation is not a part of the US Census data. Generally, the **LGBTQIA+ community** is typically underrepresented in planning processes

### Engagement Recommendations

When conducting outreach to all populations, include inclusive language:

- Provide information to LGBTQIA+ advocacy groups
- Distribute information at Gay Pride festivals and other events in the LGBTQIA+ community
- Connect with DEI programs at schools



---

# Equitable Engagement Checklists

Creating a community engagement plan requires advanced planning and thoughtful crafting tailored to the needs of the community the project will affect.

The following checklists are tools to help create an inclusive engagement plan that is consistent with the levels of community engagement used throughout Edmonds' Equitable Engagement Framework.

The Part 1 checklist leads to a clear engagement description and an audience list that includes confirmed and potential partners, local stakeholders, community representatives, and entities that may be interested in, benefit from, or be affected by the project, plan, or policy.

Use the Part 2 check list to create an engagement plan. An engagement plan should be tailored to include intentional, culturally sensitive outreach to the communities and stakeholders discovered in Part 1. An important component of equitable engagement is that each audience is engaged through methods that are effective and appropriate to them.

---

## PART 1

### Project Information

**WHAT IS THE TOPIC, PROJECT, PROGRAM, OR PROPOSAL YOU'LL BE TAKING TO THE COMMUNITY?**

Project name

How and why was the project initiated?

Project budget

Engagement budget (typically 10% of project budget)

---

## Project team

Edmonds staff

Role

Contact information

Responsibilities

---

Edmonds staff

Role

Contact information

Responsibilities

---

Edmonds staff

Role

Contact information

Responsibilities

---

Edmonds staff

Role

Contact information

Responsibilities



---

## Project timeline

Provide as much specific date information as possible including key milestones.

Start

End

Milestones

## List funding-related engagement requirements

---

## Partner and Project Coordination

List project partners, including other City departments, County departments, utilities, etc. Include projects initiated by other non-City entities.

Project partner

Contact person

Contact information

How are the projects connected and what coordination is required?

---

Project partner

Contact person

Contact information

How are the projects connected and what coordination is required?

---

Project partner

Contact person

Contact information

How are the projects connected and what coordination is required?

---

Project partner

Contact person

Contact information

How are the projects connected and what coordination is required?

---

**List related City projects, plans, or policies and contact information for coordinating efforts.**

Plan / Policy

Contact person

Contact information

What is the decision topic and what coordination is required?

---

Plan / Policy

Contact person

Contact information

What is the decision topic and what coordination is required?

---

Plan / Policy

Contact person

Contact information

What is the decision topic and what coordination is required?

---

Plan / Policy

Contact person

Contact information

What is the decision topic and what coordination is required?

---

**What information does the City already have that will inform the project or has already informed the project/plan/policy?**

Information from the project team

Existing demographic analysis, existing site analysis, previous plans, existing plans, prior and/or existing programs, policies, etc.

Inquiries from the community

Questions, requests, and complaints

**What decisions does the City need to make to support the project?** Include legislative, executive, advisory, and administrative decisions.

---

## Audience and Engagement

### IDENTIFY AUDIENCES

Conduct a demographic analysis specific to the project area (if applicable) and compare it to the overall population of the city. Use this information as an indicator for the need to involve groups that may have been historically left out of planning decisions. For example, if there is a significant population of people who use languages other than English in the project neighborhood, this will indicate the need for an outreach approach tailored to that community and developing a culturally relevant engagement approach, including providing all project information in language and offering interpreters at project events.

Describe the issues that are important to these audiences, for example, access to facilities for people with disabilities, health issues for elders, childcare for people with low incomes, access to transportation for households without vehicles, etc. Think about this in relation to the specific project, program, or policy goals as well as engagement-based goals.

### Project Goals

What goals does the City hopes to achieve?

### Expected Outcomes

How will the community benefit?

### Potential Perceived Outcomes

How might the community perceive the project? Consider if the perception will be positive or cause concerns.

### Equity-related Concerns

What issues may come up during the project? For example are there past projects that impacted the community negatively? Are there other, unrelated community issues that may arise?

---

List past engagement efforts (if any) in the project area within the last 5 years. Include efforts further past if there was significant community involvement. Describe key points the current project team should know if the community is sensitive to a topic.

Describe the communities, groups, and stakeholders that may benefit from or be affected by the project, plan, or policy. Include nearby neighborhoods, specific demographic groups, local organizations, and other stakeholders that may have an interest even if they are not specifically local. (I.e. advocacy groups for people with disabilities, sports leagues that use the facility, cultural groups that may be able to provide insight).

Using the information above, develop a preliminary list of key individuals and audiences. This list will be used to identify activities, communication methods, potential level of community participation, and inform who on the project team will lead contact with a specific audience. Include:

- businesses (especially small and home-based businesses)
- day care centers and schools
- faith-based organizations
- neighborhood associations
- advocacy groups and not-for-profit organizations
- community-based organizations
- key community members and/or residents
- government officials and representatives
- media outlets

---

## **ENGAGEMENT DESCRIPTION**

Decide on the level of public engagement using the International Association of Public Participation (IAP2) spectrum of public involvement:

### **Inform**

Provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or other solutions.

At this level, the City is committing to keep community members informed.

### **Consult**

Obtain public feedback on analysis, alternatives, and/or decisions.

At this level, the City is committing to keep community members informed, to listen to and acknowledge concerns and aspirations, and to provide feedback on how community input influenced project decisions.

### **Involve**

Work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

At this level, the City is committing to work with the community members to make sure their concerns and aspirations are directly reflected in the alternatives the City develops and provide feedback on how the input influenced project decisions.

### **Collaborate**

Partner with the public in each aspect of the decisions including the development of alternatives and the identification of the preferred solution.

At this level, the City is committing to look to the community for advice and innovation in formulating solutions and incorporating their advice and recommendations into the decisions to the maximum extent possible.

### **Empower**

Place the final decision making in the hands of the public.

At this level, the City is committing to implement what the community decides.

---

Describe the risks for both involving and not involving the community

What elements of the project, plan, or policy can change based on community input? Describe how this will be communicated to the community.

What elements of the project, plan, or policy are non-negotiable and cannot be change based on community input? Describe how this will be communicated to the community.



---

## PART 2

### Engagement Planning and Implementation

Building on information in Part 1, use the following outline to create a community engagement plan tailored to include intentional, culturally sensitive outreach to communities and stakeholders.

#### PLANNING AND IMPLEMENTATION

Include a discovery phase that may include interviewing community partners or city staff who have engaged in project area

Hold a project kick-off meeting with internal staff, community leaders, and external partners

Define specific engagement goals and create objectives for each goal described in the engagement checklist

Identify regulatory requirements for engagement and public notice

Identify barriers to participation

Develop key messages, including an “elevator speech” that summarizes the project in a few brief sentences. Confirm that the information is accurate

Create collateral material to share information with the community

- Review communications for readability (usually a maximum of 8th grade reading level) and accessibility (508 compliance for documents including Alt Text for graphics)
- Provide materials in languages other than English

Identify strategies and tactics for community engagement. Refer to the Strategies and Tactics section on page 16 of the Equitable Engagement Framework

- Include opportunities for interviews with key community members and/or create an advisory group(s) (these can be technical and/or community-based)
- Include virtual, online, and in-person tactics
- Include methods for engaging in languages other than English including having interpreters available at events and meetings

Create an engagement schedule including tabling at events, in-person meetings, virtual meetings, open houses, etc.

- Convene staff involved to review roles, responsibilities, and a run-of-show for every event or engagement opportunity; remind staff that it is important to engage diverse communities with cultural humility
- Establish a system to document all input

---

## MEASURE PROGRESS AND SUCCESS

Create a strategy for adjusting outreach methods if engagement levels are not being met. Determine success metrics to measure progress (i.e., number of people engaged, new communities represented, engagement with people who speak languages other than English, etc., representation of a specific demographic group)

How will you evaluate success?

Quantitative

Qualitative

Check progress at key milestones and update the engagement plan (include as many milestones as needed)

Milestone 1

Milestone 2

Milestone 3

Milestone 4

---

Adjustments to the engagement plan might include action such as:

- Intentional outreach to a specific neighborhood or demographic group
- Additional budget for paid advertisements or social media boosts
- Additional research for supplementary engagement
- Collaboration with a community-based organization for localized outreach

## **DOCUMENT AND TRACK**

Review and analyze all the input you received, and document who you received it from

Summarize findings

Provide information, including the summary and analysis of community engagement, to the decision makers that includes all perspectives and views that surfaced throughout the process

Reconvene staff to re-review roles, confirm understanding of commitments to the community, clarify how you are going to follow-up with the community, and what you are hearing after following up

Do what you say, to build trust and long-term community relationships

Follow-up with community contacts

## **PROJECT CLOSE**

Debrief the engagement process with staff and peers and the project decision-makers to identify successes and places for improvements

Document lessons learned

Build on success—identify how to improve on what you did

Create a workplan to fulfill commitments

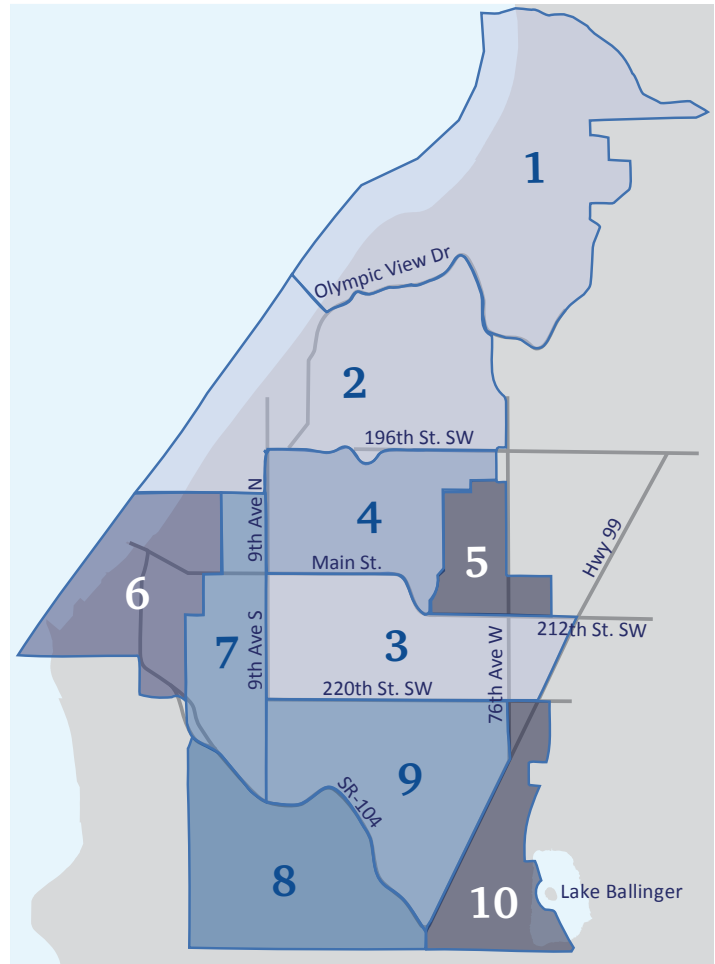
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## APPENDIX 1

# Demographic Analysis

The City of Edmonds hired an outside consultant, PRR, Inc. to complete a thorough demographic analysis of Edmonds. Using the information gathered from interviews, known best practices for engaging certain populations, and a demographic information by census tract, the following is a list of suggested priority audiences along with recommendations for best practices to use in each geographic area to engage community members.

To identify priority audiences, neighborhoods, and groups of people that have been underrepresented in prior engagement efforts, a demographic analysis was conducted to summarize population characteristics within ten identified geographic locations, including Census Tracts 502 (Area 1), 503 (Area 2), 504.02 (Area 3), 504.03 (Area 4), 504.04 (Area 5), 505.01 (Area 6), 505.02 (Area 7), 507 (Area 8), 508 (Area 9), and 509 (Area 10). See the map at right. Appendix 1: Edmonds Demographic Analysis includes details on individual-level and household level demographics.



## Method: Quantitative approach

PRR conducted secondary data analysis from the [United States Census Bureau](#) (2020 American Community Survey) to identify 13 key population characteristics at the individual level and household level. The City of Edmonds demographics in the table are included as references.

---

## Individual-level demographics

- Age
- Sex
- Race and ethnicity
- Poverty (below 200% Federal Poverty Level)
- Citizenship status
- People living with disability<sup>1</sup>
- Language spoken at home

## Household level demographics

- Household member age groups
- Rented units
- Transit dependency
- Computer use and internet subscription
- Household income

<sup>1</sup> Disability data is self-report data from the ACS

Table 1. Sex, age, and poverty

The highlighted cells call out the percentages at least 5% higher (orange) or lower (blue) than the City of Edmonds.

	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9	Area 10	Edmonds
Total population	4,088	5,975	5,569	3,000	4,124	3,083	3,963	6,375	6,939	3,871	42,347
<b>SEX AND AGE</b>											
Male	46%	48%	46%	51%	49%	37%	50%	47%	46%	50%	47%
Female	54%	52%	54%	49%	51%	63%	50%	53%	54%	50%	53%
Under 18 years	13%	21%	19%	15%	25%	9%	14%	22%	19%	25%	19%
Under 5 years	2%	5%	9%	5%	4%	1%	2%	4%	7%	6%	5%
5 to 9 years	3%	7%	2%	4%	13%	3%	3%	9%	4%	7%	6%
10 to 14 years	4%	4%	4%	4%	5%	3%	5%	4%	2%	8%	5%
15 to 19 years	6%	7%	6%	5%	2%	1%	6%	7%	5%	5%	5%
20 to 24 years	3%	4%	7%	3%	7%	2%	2%	7%	4%	7%	5%
25 to 34 years	14%	10%	11%	10%	16%	9%	6%	19%	18%	16%	13%
35 to 44 years	9%	13%	19%	14%	15%	5%	6%	10%	16%	13%	12%
45 to 54 years	15%	14%	15%	14%	12%	12%	17%	12%	17%	10%	14%
55 to 59 years	10%	7%	6%	6%	7%	5%	8%	6%	9%	7%	7%
60 to 64 years	12%	7%	6%	7%	5%	9%	11%	6%	5%	5%	7%
65 to 74 years	15%	14%	7%	19%	10%	19%	16%	7%	6%	9%	11%
75 to 84 years	6%	7%	5%	7%	2%	17%	12%	4%	4%	5%	7%
85 years and over	2%	1%	3%	1%	2%	12%	5%	4%	2%	3%	3%
<b>INCOME BELOW THE POVERTY RATIOS</b>											
200 percent of federal poverty level*	7%	7%	12%	10%	19%	17%	6%	10%	12%	17%	11%

\* [Poverty level](#) is defined by the census each year based on the Office of Management and Budget's (OMB) statistical data. The U.S. Census Bureau uses a set of dollar value thresholds that vary by family size and composition to determine who is in poverty.

Table 2. Household income

The highlighted cells call out the percentages at least 5% higher (orange) or lower (blue) than the City of Edmonds.

	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9	Area 10	Edmonds
Total households	1,565	2,021	2,379	1,244	1,642	1,925	1,873	2,597	2,635	1,591	17,845
<b>HOUSEHOLDS INCOME*</b>											
Less than \$25000	6%	4%	6%	4%	10%	14%	2%	6%	4%	8%	6%
\$25000 to \$49999	8%	9%	19%	8%	22%	20%	9%	15%	10%	28%	15%
\$50000 to \$74999	14%	16%	14%	18%	7%	26%	33%	17%	20%	19%	18%
\$75000 to \$99999	17%	10%	18%	10%	25%	11%	14%	17%	15%	14%	16%
\$100000 to \$149999	17%	25%	20%	23%	21%	16%	11%	25%	35%	18%	20%
\$150000 to \$199999	7%	10%	7%	6%	8%	5%	7%	11%	8%	9%	8%
\$200000 or more	31%	27%	15%	31%	8%	9%	25%	10%	9%	5%	17%
Median** income (dollars)	109,464	125,268	86,472	125,536	81,581	62,958	90,559	97,146	101,350	62,560	91,499
Mean income (dollars)	162,063	209,619	120,091	196,690	101,416	89,899	151,685	109,073	107,171	84,782	132,326

\* [Household income](#) includes the income of the head of household and all other people 15 years and older in the household, whether or not they are related to the head of the household.

\*\*The median income is the income amount that divides a population of an area or the city into two equal groups, half having an income above that amount and half having an income below that amount.

Table 3. Race and ethnicity

The highlighted cells call out the percentages at least 5% higher (orange) or lower (blue) than the City of Edmonds. The (yellow) highlighted cells call out specific Asian groups with 4% or more individuals in the identified area.

	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9	Area 10	Edmonds
Total population	4,088	5,975	5,569	3,000	4,124	3,083	3,963	6,375	6,939	3,871	42,347
<b>RACE</b>											
One race	92%	94%	94%	96%	89%	92%	97%	95%	93%	91%	93%
White	82%	86%	85%	90%	63%	85%	86%	77%	73%	57%	78%
Black or African American	1%	2%	0%	1%	3%	0%	0%	0%	2%	6%	2%
American Indian and Alaska Native	0%	0%	0%	0%	1%	0%	0%	0%	3%	1%	0%
Asian	8%	6%	8%	5%	12%	6%	9%	15%	9%	15%	9%
Asian Indian	2%	1%	0%	0%	0%	0%	0%	10%	0%	2%	2%
Chinese	1%	0%	0%	0%	2%	2%	1%	0%	0%	4%	1%
Filipino	2%	1%	4%	0%	0%	1%	2%	2%	2%	1%	1%
Japanese	2%	0%	2%	4%	0%	0%	4%	0%	1%	1%	1%
Korean	2%	1%	0%	0%	0%	1%	1%	1%	5%	1%	1%
Vietnamese	0%	0%	1%	0%	7%	0%	0%	0%	1%	4%	1%
Other Asian	0%	2%	2%	0%	2%	1%	0%	1%	0%	1%	1%
Native Hawaiian & Other Pacific Islander	0%	0%	0%	0%	0%	0%	0%	0%	3%	2%	1%
Some other race	1%	0%	0%	0%	9%	1%	2%	3%	3%	11%	3%
Two or more races	8%	6%	6%	4%	11%	8%	3%	5%	7%	9%	7%
<b>HISPANIC OR LATINO AND RACE</b>											
Hispanic or Latino (of any race)	5%	2%	4%	2%	27%	5%	2%	10%	7%	13%	8%
<b>PEOPLE OF COLOR (all races and ethnicities other than white alone)</b>											
	21%	16%	17%	12%	47%	15%	15%	29%	31%	45%	25%



Table 4. Language spoken at home for the population five years and over

The highlighted cells call out the area with least 4% of the populations speak the listed language (yellow).

	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9	Area 10	Edmonds
Total population	3,988	5,653	5,073	2,855	3,950	3,045	3,867	6,095	6,420	3,651	40,389
<b>LANGUAGE SPEAK AT HOME</b>											
Spanish	2%	2%	4%	2%	17%	0%	2%	7%	5%	11%	6%
Russian, Polish, or other Slavic languages	2%	1%	1%	0%	1%	1%	3%	0%	2%	3%	1%
Vietnamese	0%	0%	1%	0%	4%	0%	0%	0%	1%	3%	1%
Chinese*	1%	0%	0%	0%	0%	0%	1%	0%	0%	4%	1%
Korean	1%	0%	0%	0%	0%	1%	0%	1%	4%	0%	0%
Tagalog (incl. Filipino)	2%	0%	1%	0%	1%	1%	0%	2%	2%	1%	1%
German or other West Germanic languages	1%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%
Arabic	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other Indo-European languages**	2%	1%	2%	3%	3%	1%	0%	8%	3%	6%	3%
Other Asian and Pacific Island languages	1%	3%	2%	5%	3%	0%	1%	1%	3%	2%	2%
Other and unspecified languages**	1%	2%	0%	0%	2%	0%	0%	0%	2%	5%	1%

\* Chinese includes Mandarin and Cantonese

\*\* Based on 2015 detailed data, some of the larger other language communities may speak African languages.

Table 5. Citizenship status

The highlighted cells call out the percentages at least 5% higher (orange) or lower (blue) than the City of Edmonds.

	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9	Area 10	Edmonds
Total population	4,088	5,975	5,569	3,000	4,124	3,083	3,963	6,375	6,939	3,871	42,347
<b>CITIZENSHIP STATUS</b>											
U.S. citizen born in the United States	88%	88%	89%	90%	69%	89%	91%	81%	84%	69%	84%
U.S. citizen born in Puerto Rico or U.S. Island Areas	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
U.S. citizen born abroad of American parent(s)	1%	0%	1%	1%	3%	1%	2%	1%	1%	1%	1%
U.S. citizen by naturalization *	9%	7%	6%	6%	15%	8%	3%	5%	6%	15%	8%
Not a U.S. citizen	2%	4%	3%	3%	13%	2%	3%	13%	9%	14%	7%

\* [Naturalization](#) is the process of becoming a U.S. citizen if the person was born outside of the United States without a parent who is a US citizen.

Table 6. Disability

The highlighted cells call out the percentages at least 5% higher (orange) or lower (blue) than the City of Edmonds.

	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9	Area 10	Edmonds
Total population	4,088	5,951	5,471	3,000	4,113	3,083	3,963	6,314	6,905	3,871	42,145
<b>WITH DISABILITY</b>	11%	10%	11%	9%	7%	19%	13%	13%	13%	11%	12%
<b>DISABILITY TYPE</b>											
With a hearing difficulty	3%	4%	3%	5%	2%	9%	10%	6%	4%	3%	5%
With a vision difficulty	4%	1%	2%	0%	1%	2%	1%	1%	3%	2%	2%
With a cognitive difficulty	2%	3%	3%	2%	3%	1%	1%	4%	3%	3%	3%
With an ambulatory difficulty	3%	5%	5%	6%	3%	11%	3%	4%	9%	5%	5%
With a self-care difficulty	1%	1%	1%	3%	1%	5%	1%	0%	2%	1%	1%
With an independent living difficulty	2%	5%	2%	5%	3%	5%	3%	3%	4%	3%	4%

Definitions for each disability:

- Hearing difficulty: Deaf or having serious difficulty hearing
- Vision difficulty: Blind or having serious difficulty seeing, even when wearing glasses
- Cognitive difficulty: Because of a physical, mental, or emotional condition lasting 6 months or more, the person has difficulty working at a job or business
- Ambulatory difficulty: Having serious difficulty walking or climbing stairs
- Self-care difficulty: Having difficulty bathing or dressing
- Independent living difficulty: Because of a physical, mental, or emotional problem, having difficulty doing errands alone such as visiting a doctor's office or shopping

Table 7. Household characteristics

The highlighted cells call out the percentages at least 5% higher (orange) or lower (blue) than the City of Edmonds.

	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9	Area 10	Edmonds
Total households	1,565	2,021	2,379	1,244	1,642	1,925	1,873	2,597	2,635	1,591	17,845
<b>HOUSEHOLDS LIVING WITH</b>											
Own children of the householder under 18 years	18%	24%	29%	18%	31%	6%	15%	29%	24%	28%	23%
One or more people under 18 years	21%	30%	31%	18%	32%	7%	16%	33%	28%	30%	25%
One or more people 60 years and over	57%	53%	34%	49%	29%	74%	58%	35%	28%	43%	46%
Householder living alone	14%	11%	25%	15%	30%	56%	29%	30%	31%	39%	28%
65 years and over	8%	7%	8%	10%	9%	43%	19%	14%	6%	21%	15%
<b>RENTED</b>											
Renter-occupied housing units	9%	13%	32%	10%	34%	37%	15%	44%	28%	50%	28%
<b>TRANSIT-DEPENDENCY</b>											
No vehicles available	1%	4%	2%	3%	6%	4%	1%	4%	1%	5%	3%
<b>LACK OF COMPUTER ACCESS</b>											
Have no computer or any other smart device	1%	1%	1%	2%	1%	8%	3%	3%	3%	6%	3%
Smartphone as the only computing device	2%	0%	6%	1%	2%	1%	1%	5%	4%	7%	3%
<b>LACK OF INTERNET SUBSCRIPTIONS</b>											
Have no internet subscription	3%	1%	3%	2%	8%	14%	4%	7%	5%	13%	6%
Cellular data plan as the only internet subscription	6%	6%	3%	2%	3%	3%	13%	7%	6%	12%	6%

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## APPENDIX 2

# Community Interview Themes

### Overview

Between May and July, PRR, a consulting firm hired by the City of Edmonds (City) to support the City's efforts to build a comprehensive equitable engagement framework (EEF), conducted nine interviews with representatives of the Edmonds community, specifically those representing populations who have not historically participated in civic life in Edmonds. PRR interviewed representatives from the following organizations:

- The Arc of Snohomish County
- AtWork!
- City of Edmonds Police Department
- Debre Selam St. Michael Ethiopian Orthodox Tewahido Church
- Edmonds College, Center for Student Diversity & Inclusion
- Edmonds Neighborhood Action Coalition
- Edmonds School District, Department of Equity & Student Success
- Edmonds Youth Commission
- Friends of Edmonds Library
- Korean Community Services Center
- Latino Educational Training Institute (LETI)
- Program for Early Parent Support
- Resident Action Project/Washington Housing Action Coalition
- Washington Kids in Transition

PRR recommends conducting additional interviews or gathering written answers to interview questions with the Snohomish Tribe (or another Tribal Nation). PRR also contacted three other organizations but were unable to schedule interviews in the project timeframe.

- Communities of Color Coalition (C3)
- Edmonds School District Deaf and Hard of Hearing Program
- Snohomish Tribe of Indians

PRR also interviewed Lift Every Voice Legacy (LEVL) but was asked to retract the interview due to discrepancies in the notes.

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Through the interviews conducted, PRR staff heard themes in the recommendations for more equitable and inclusive engagement from community representatives, including:

- Boost representation
- Invest in communities that have been historically left out
- Operate with transparency
- Increase community presence and involvement
- Establish multi-faceted engagement and connections

## Purpose

As the City prepares to update several citywide plans, including the Comprehensive Plan, Climate Action Plan, and Transportation Plan, the City hired PRR to help build a comprehensive equitable engagement framework (EEF) to provide a more equitable and consistent approach to community engagement.

City staff recognize they have not been successful engaging and hearing from people who are Black, people who are Indigenous, and people of color, families with young children, people who are immigrants or refugees, and people who use languages other than English. Additionally, there are specific geographic areas in Edmonds that are often underrepresented in public process including the Highway 99/Lake Ballinger area and the area around Swedish Hospital.

To encourage new voices, broader representation, and to identify practices that make it easier for certain groups to participate, PRR conducted interviews with community leaders and representatives. These conversations will inform a framework to guide equitable, inclusive, and reciprocal engagement that supports participation from people who have been historically underrepresented and most negatively impacted by infrastructure projects.

PRR conducted interviews with community-based organizations (CBOs), faith-based organizations, and leaders representing audiences the City of Edmonds is prioritizing engaging to better understand their values and priorities and discover opportunities for mutually beneficial, long-term relationship building. PRR's language services specialists were available to conduct interviews in Chinese, Korean, and Spanish, although none of the interviewees requested to hold the interview in a language other than English. Interviews took place May through July 2022.

## Goals

- Involve community partners early in the EEF process and provide them opportunities to inform how the City engages their communities
- Understand the City's current reputation, effectiveness, and role in the community to identify areas of improvement and opportunity
- Understand how to build long-term, mutually beneficial relationships with CBOs who are potential partners for City engagement efforts

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- Learn more about what types of activities effectively engage community members, specifically people who are Black, people who are Indigenous, and people of color, people who are immigrants or refugees, people who are experiencing poverty, people who are experiencing homelessness, young families, people with limited or impaired abilities, people who are lesbian, gay, bisexual, transgender, questioning, queer, intersex, asexual, pansexual, and allies (LGBTQIA+), and people who use languages other than English, specifically Chinese, Korean, and Spanish

## Key themes from community interviews

Interviewees shared a range of feedback, input, and perspective for how the City of Edmonds can more equitably engage its diverse residents. Based on these conversations with community leaders and representatives, the following key themes emerged

### **INCREASE COMMUNITY PRESENCE AND INVOLVEMENT**

Increase diversity of City representation throughout the city, both in communities and within City departments, especially in leadership positions. A lack of representation of people who are Black, people who are Indigenous, and people of color (BIPOC) contributes to mistrust from communities who do not see themselves reflected in the government body responsible for representing their values, experiences, and hopes for the future. The City should invest in building a more representative workforce that includes diversity in gender, race, socioeconomic status, and other diverse lived experience. They can do this by:

- Hiring people and building a team that is representative of the diversity of Edmonds residents
- Connecting Edmonds College's diverse student population to employment opportunities and career fairs and connecting with the Edmonds College Business Department to support student projects
- Sharing information about grant funding opportunities with local businesses and organizations
- Cultivating talent recruitment pipelines to increase representation of people who are Black, Indigenous, and people of color in city leadership, city department staff, and elected positions
- Communicating vacant positions on committees and councils to increase community participation
- Invite people who provide direct services to join committees and councils versus elite representatives like superintendents or school board members
- Conduct focus groups to learn more about a specific topic or population from people with lived experience. Compensate participants for contributing
- Create a City department and/or liaison position focused on DEI initiatives that serves as a connection point for representatives of historically underrepresented communities
- Collaborating with the City's community outreach staff, City Council members, and police departments from neighboring communities to incorporate lessons learned and strategic planning, and to share ideas, information, and experience

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Interviewees shared these ideas of public-facing ways to increase visibility of Edmonds' diversity:

- Include artwork from diverse artists and arts organizations throughout the city, such as murals, billboards, and large art installations
- Install signs that welcome people to Edmonds in neighborhoods throughout the city, especially neighborhoods that border adjacent cities
- Partner with Edmonds College to engage their diverse and ambitious student population and recruit them into community leadership roles
- Invite people with lived experience of marginalized identities or situations to speak at events or meetings and participate in discussions of topics they have direct experience of
- Serve culturally diverse food in the City Hall cafeteria, especially food that represents the cultures of people who live in Edmonds, like Korean food, Chinese food, and food from Latinx cultures
- Participate in Economic Alliance and Snohomish County Council events
- Share information about CBOs on the City's website
- Create an advertising campaign to boost city pride, like Lynnwood's ["I Love Lynnwood"](#)
- Implement housing policy that integrates low-income or subsidized housing units across the city; like the City of Everett's policy that any new multi-family development must include a defined percentage of low-income housing units

Building trust with community members and CBOs takes time and humility. This work will require partnering with community leaders and others who have been working for years to build trust with and in communities. When City representatives are present at community events, the beneficial impacts increase, including trust and relationship building.

Suggestions for the City to get involved with community organizations include:

- Create and host community and cultural events in the communities such as Juneteenth celebrations and Martin Luther King Jr. Day of Service
- Host an information table at the Edmonds Summer Market and offer an activity to keep kids entertained while staff talk to parents and other caregivers
- Partner with CBOs, primary and secondary schools, and the college to host Edmonds Town Hall meetings or State of the City addresses in neighborhoods outside of downtown
- Sponsor events or donate facility space for organizations to host events
- Add a section on the City website to promote businesses owned by people who are LGBTQIA+ and qualify as Disadvantaged Business Enterprise (DBE). (According to the Small Business Act, groups that qualify as a DBE include, but are not limited to, Black Americans, Hispanic Americans, Native Americans, Indian tribes, Asian Pacific Americans, Native Hawaiian Organizations, and other minorities)



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- Assist in outreach efforts to boost attendance at community events, such as sharing community event social media posts on the City's channels
  - Diversify citywide boards, commissions, and councils to match the demographics of the community more closely
  - Develop more community leadership programming and partner with community organizations to fill vacant leadership positions
  - Have the Mayor or other City leadership hold quarterly community meetings with organizations that are led by and support BIPOC communities
  - Invest in areas and neighborhoods outside of the downtown core, such as the Highway 99 corridor
  - Host more events focused on young families, like the Watershed Fun Fair
  - Create more events such as the library's Family Story Time in languages other than English and Spanish
  - Partner with CBOs to host meetings around the city instead of consistently at the same downtown location. Use neighborhood libraries, public facilities, and large apartment buildings with meeting rooms
  - Advertise City of Edmonds events to Edmonds College students, including ways to get involved and volunteer
  - Host events that celebrate nondominant cultures, like salsa dancing nights at the senior center or Lotería in addition to bingo
  - Continue and expand City involvement of Earth Day clean-up events

## **INVEST IN COMMUNITIES THAT HAVE BEEN HISTORICALLY LEFT OUT**

It is important for the City to acknowledge that a culture shift is taking place in Edmonds. To support this shift, the City can recognize that historically, Edmonds has not been an inclusive place for underrepresented populations and that some of these populations do not trust that the City will keep commitments.

The City cannot avoid addressing difficult topics. Some interviewees expressed that the City's silence on social injustices that disproportionately impact certain communities can make it feel like the City doesn't care about the feelings, needs, or experiences of impacted communities. Some actions the City could take are:

- Provide more funding opportunities to organizations serving racially and economically diverse communities
  - Focus funding towards the most vulnerable populations, including older adults, women, children, and people with disabilities
  - Meet with other community engagement coordinators and practitioners across different departments or with outside partner agencies
  - Provide contact information for a person in each City department with whom CBOs can work directly
  - Follow through to enforce DEI-focused policies and initiatives, such as the policy to ensure schools are gender inclusive. Provide staff training and support structures to successfully implement these policies. This also includes holding individuals or institutions accountable for violating policies
  - Reinforce that hate speech is never acceptable at public meetings or board meetings. The City needs to interfere immediately to disrupt groups promoting racism, classism, and hate
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A key element of investing in historically marginalized communities is enhancing accessibility to make events, meetings, and engagement opportunities more inviting and reachable. Public events and forums should include accessibility considerations such as:

- Offer a contact line for people with disabilities to inquire about accessibility at public events
  - Provide specific information to inform people of accessibility options, such as providing the distance between the parking lot and event locations. Terms like “ADA-compliant” and “family friendly” can be too vague
  - Provide accurate information on event start and end times and potential waiting times. Consider brightness, clarity, and contrast on City signage and information boards
- Compensate for noise levels in public meetings or recordings
- Provide translated materials and interpretation at live meetings
- Provide technical support for people unfamiliar or uncomfortable using virtual meeting tools in addition to offering in-person engagement opportunities

## **OPERATE WITH TRANSPARENCY**

Trust building can start with the City being more transparent about plans and commitments, steps they are taking towards those commitments, and the work needed to meaningfully advance equity. Interviewees expressed that they experience difficulties receiving clear information and they are often confused about which City staff member to contact to handle specific requests or for partnership.

The City should openly and transparently address issues that disproportionately impact people who are BIPOC, such as navigating immigration and citizenship, mental health, food security, and the isolation of older adults.

Interviewees made suggestions for the City to increase transparency including:

- Create a City resource guide to help organizations more easily direct people to City services. Provide this in multiple languages and online and with hard copy in community centers and libraries
- Integrate feedback in tangible ways to show community members their voices matter
- Detail specific actions in strategic plan commitments including welcoming plans, hiring plans, housing plans, etc.
- Share City data with the school districts and CBOs to enhance educational and community DEI planning initiatives
- Incorporate more of the Youth Commission’s input and dedicate more staff time to work with them

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## **ESTABLISH MULTI-FACETED ENGAGEMENT AND CONNECTIONS**

Using multiple methods of communication provides a better chance for connecting with a broader range of community members. Consider methods that effectively reach people with barriers to accessing technology. The City can combine engagement methods and think of creative solutions, such as:

- Hold events designed for and held in communities outside of the downtown area. Have City leadership representatives at these events such as the Mayor, the Police Chief, and staff working on DEI initiatives
- Make room to include and provide the necessary accommodations for meaningful participation for those who have intimate knowledge of living with marginalized or historically oppressed identities
- Be aware that youth are very scheduled. When inviting youth to participate, be creative in scheduling
- Minimize or remove general police presence at City outreach activities or events
- Provide food and childcare at in-person meetings. Give away groceries, formula, and diapers at events
- Provide free parking or transportation stipends for attending meetings
- Maintain virtual engagement and virtual participation opportunities to allow attendance of people that would otherwise have to arrange childcare or plan for transportation
- Offer information and services in languages other than English and Spanish
- Do not rely solely on electronic communication. Circulate paper flyers about City initiatives and projects
- Include information about the City's DEI-focused initiatives and values in communication tools such as the City's Facebook page, utility bills, and on City staff internal resources
- Communicate through culturally relevant media outlets and media publications in languages other than English, including websites, Instagram, Facebook, WhatsApp, and Ka Kao Talk (Korean social media app)
- Hold in-person forums for youth, use Instagram as a significant main way to engage youth
- Make Downtown Edmonds more inviting and accessible to people who live in other neighborhoods. For example, bring back the Walkable Main Street initiative. This made it more accessible for walking and navigating with assisted mobility devices, strollers, or wagons
- Create opportunities for personalized interactions. One example is the nationwide "Coffee with a Cop" program, which brings police officers and community members together to talk about issues and learn more about each other

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- Attend events where people already are, like:
    - During children’s programming at the library
    - At school assemblies
    - At family-friendly community events
    - At college speaking events, sports games, and campus events
    - Participate in events hosted by community groups and organizations, such as the Latino Expo.
    - Earth Day clean-ups
    - Bingo nights and Lotería nights
  - Collaborate on development plans with K-12 school districts, college boards, tribal groups, and local businesses

### **GENERAL SUGGESTIONS FOR THE EQUITABLE ENGAGEMENT FRAMEWORK**

Interviewees were enthusiastic about the EEF. Several made suggestions for guiding questions as the City builds the framework, including:

- Where is data demonstrating representation gaps? How will the City bridge these gaps?
- Are Indigenous communities a part of decision making?
- How will the City make equity goals more transparent to the community?
- What action is the City taking to align behavior with their stated DEI values?
- What events, conversations, and decisions can the City invite the community to be a part of?


## Interviewees

Organization	Representative	Key Audience
AtWork!	Alicia Crank, resident, nonprofit development officer, business consultant and Edmonds planning board member	People with disabilities
<a href="#">City of Edmonds Police Department</a>	Tabatha Shoemake, Community Engagement Coordinator	General community, people who are Black
St. Michael Ethiopian Tewahda Church	Fanaye Amsalu	Ethiopian community
<a href="#">Edmonds College—Center for Student Cultural Diversity &amp; Inclusion</a>	Danielle Carnes, Vice President for Innovation and Strategic Partnerships, and Dr. Yvonne Terrell-Powell, Vice President Equity and Inclusion	Student population, people who are LGBTQIA+
<a href="#">Edmonds Neighborhood Action Coalition</a>	Kevin Henry, Member of the Edmonds Neighborhood Action Coalition	General community
<a href="#">Edmonds School District, Department of Equity and Student Success</a>	Dr. Sally Guzmán, Family & Community Engagement Coordinator	Latinx community, youth, and families
<a href="#">Edmonds Youth Commission</a>	Casey Colley, Youth Commission Coordinator	Youth
<a href="#">Friends of the Edmonds Library</a>	Elizabeth Morris, CEO	General community, youth, and families
<a href="#">Korean Community Services Center</a>	Joomi Kim, Executive Director	Korean community
<a href="#">Program for Early Parent Support</a>	Michelle Geller, Finance and Administrative Manager	Young families
<a href="#">Resident Action Project</a>	Duaa-Rahemaah Williams, Statewide Organizer	People who are BIPOC; people with low incomes
<a href="#">Washington Kids in Transition</a>	Kim Gorney, Executive Director	Youth, people who are experiencing homelessness, Latinx Community
<a href="#">The Arc of Snohomish County</a>	Jamie Coonts, Executive Director and Whitney Stohr, Leadership & Independent Living Program Manager	People with disabilities and families/ caregivers of people with disabilities
<a href="#">Latino Educational Training Institute (LETI)</a>	Rosario Reyes, Founder, President, and Executive Director	Latinx community

Recommended additional interviews		
Communities of Color Coalition (C3)		People who are BIPOC
Edmonds School District Deaf and Hard of Hearing Program		People with hearing disabilities
Snohomish Tribe		Indigenous people

APPENDIX 3

Ethnic Community Media Directory

<div><div></div><div><b>ETHNIC/COMMUNITY MEDIA DIRECTORY</b> Managed by: King County Executive's Office of Equity and Social Justice - Language Access Program <a href="#">Click here to add your organization or business to our Ethnic/Community Media Directory</a></div><div>Last updated: 9/23/2021</div></div>																		
Organization Name	Language(s)	Print or Digital	Medium(s)	Communities Served	Geographic Focus	Viewership	Schedule	Deadline for ads or requests	Contact	Email	Phone	Website	Media Kit	YouTube	Facebook	Instagram	Twitter	Address
Ethiopian Observer	Amharic; Tigrinya; Oromo; English	Print	Newspaper	Ethiopian; Eritrean	Greater Seattle; King County; Washington State	20,000+ Unique Visitors (Monthly)	Daily	No deadlines	Aber Girl	<a href="mailto:aghirmai@gmail.com">aghirmai@gmail.com</a>	None	<a href="http://www.ethioobserver.net">www.ethioobserver.net</a>	Not Available	None	None	None	None	17829 Wayne Avenue N, Shoreline, WA 98133
Multimedia Resources and Training Institute (MMRTI)	Amharic; Tigrinya; Oromo; Somali; English	Print and Digital	YouTube; Facebook	East African	King County	8,000+ Subscribers	Weekly	5 p.m. the day before; Thursdays by noon	Assay Abunie	<a href="mailto:assaysa@msn.com">assaysa@msn.com</a>	(206) 696-7381	<a href="http://www.mmrtiseattle.org">www.mmrtiseattle.org</a>	Available	<a href="#">MMRTI   YouTube</a>	<a href="#">MMRTI   FB</a>	None	<a href="#">MMRTISeattle   Twitter</a>	808 Fir St, Unit #135, Mailbox #728, Seattle, WA 98104
Chinese Radio Seattle (KKNW 1150 AM)	Chinese	Digital	Blog; Radio; YouTube; Facebook	Chinese (from PR China, Taiwan, Hong Kong, East Asia); American-born Chinese	Greater Seattle; King County; Snohomish County; Pierce County; Western Washington	200,000+ Audience	24-hours/day, 7-days/week	No deadlines	Xiaoyuan Su	<a href="mailto:crradio@gmail.com">crradio@gmail.com</a>	(206) 953-6901	<a href="http://www.chineseradioseattle.com">www.chineseradioseattle.com</a>	Available	<a href="#">Chinese Radio Seattle   YouTube</a>	<a href="#">Chinese Radio Seattle   FB</a>	None	<a href="#">ChineseRadioSea   Twitter</a>	3650 SE 131st Ave SE, Ste. #550, Bellevue, WA 98006
Seattle Chinese News	Chinese (Traditional and Simplified)	Print	Newspaper	Chinese	Greater Seattle; King County	15,000 copies (Print)	Weekly, every Wednesday	Mondays by 4 p.m. or 2 days before publishing	Shiaoshia Chu	<a href="mailto:seattlechinesenews@gmail.com">seattlechinesenews@gmail.com</a> ; <a href="mailto:chineseseattlenews@yahoo.com">chineseseattlenews@yahoo.com</a>	(206) 622-6666; (206) 778-6656	<a href="http://www.chineseseattlenews.com">www.chineseseattlenews.com</a>	Available	None	None	None	None	2010 NE 137th St, Seattle, WA 98125
Seattle Chinese Post	Chinese	Print and Digital	Newspaper	Chinese	Greater Seattle; King County; Washington State	10,000 copies (Print)	Weekly, every Thursday	Wednesdays by noon	Rebecca Ip	<a href="mailto:rebecca@nwasianweekly.com">rebecca@nwasianweekly.com</a>	(206) 223-0626	<a href="http://www.seattlechineseport.com">www.seattlechineseport.com</a>	Not Available	None	None	None	None	412 Maynard Ave S, Seattle, WA 98104
Seattle Chinese Times	Chinese	Print and Digital	Newspaper	Chinese	Greater Seattle; King County; Washington State	10,000 (Print); 400,000+ Views (Web, monthly)	Weekly, every Thursday	Tuesdays by noon	Zita Lam	<a href="mailto:zita@seattlechinesetimes.com">zita@seattlechinesetimes.com</a>	(206) 621-8863	<a href="http://www.seattlechinesetimes.com">www.seattlechinesetimes.com</a>	Available	<a href="#">Seattle CT WA   YouTube</a>	<a href="#">Seattle CT   FB</a>	<a href="#">SeattleChineseTimes   IG</a>	None	2010 NE 137th St, Seattle, WA 98125
Africatown	English	Digital	Newspaper; YouTube; Facebook; Instagram	African-American	Greater Seattle; King County; Washington State	10,000+ Followers; 50,000+ Views	Daily	No deadlines	K. Wyking Garrett	<a href="mailto:africatownseattle@gmail.com">africatownseattle@gmail.com</a> ; <a href="mailto:wyking@gmail.com">wyking@gmail.com</a>	(206) 428-9890	<a href="http://www.africatownseattle.com">www.africatownseattle.com</a>	Not Available	<a href="#">Africatown Seattle   YouTube</a>	<a href="#">AfricatownSea   FB</a>	<a href="#">AfricatownSea   IG</a>	<a href="#">AfricatownSea   Twitter</a>	E Union St & 23rd Ave, Seattle, WA 98122, USA
Converge Media	English	Digital	YouTube; Facebook; Instagram	African-American	Greater Seattle; Global	50,000+ Subscribers	Daily	No deadlines	Omari Salisbury	<a href="mailto:info@whereweconverge.com">info@whereweconverge.com</a>	(206) 468-9420	<a href="http://www.whereweconverge.com">www.whereweconverge.com</a>	Available	<a href="#">WWConverge   YouTube</a>	<a href="#">WWConverge   FB</a>	<a href="#">wwconverge   IG</a>	<a href="#">WWConverge   Twitter</a>	80 S Washington St, Ste. #203, Seattle, WA 98104
The Facts	English	Print and Digital	Newspaper; Facebook; Instagram	African-American	Greater Seattle; King County; Pierce County	80,000+ Subscribers	Print: Wednesdays; Web posts: Thursday	Print: 5:30 p.m. Mondays; Web: 12:00 p.m. Wednesdays	Marla Beaver	<a href="mailto:seattlefacts@yahoo.com">seattlefacts@yahoo.com</a>	(206) 324-0552	<a href="http://www.thefactsnewspaper.com">www.thefactsnewspaper.com</a>	Available	None	<a href="#">The Facts Newspaper   FB</a>	<a href="#">TheFactsNewspaper   IG</a>	None	1112 34th Ave, Seattle, WA 98122
International Examiner	English	Print and Digital	Newspaper	Asian	Greater Seattle; King County; Washington State	20,000 Readers; 150K Page Views (monthly); 3,000+ Followers	Bi-monthly; 1st and 3rd Wednesdays (Print); Daily (Web)	Mondays by 5 p.m.	Auriza Ugolino	<a href="mailto:lexaminer@lexaminer.org">lexaminer@lexaminer.org</a>	(206) 624-3925	<a href="https://examiner.org/">https://examiner.org/</a>	Available	<a href="#">lExaminer   FB</a>	None	<a href="#">lExaminer   IG</a>	<a href="#">lExaminer   Twitter</a>	409 Maynard Ave S #203, Seattle, WA 98104
Northwest Asian Weekly	English	Print and Digital	Newspaper; Facebook	Asian	Greater Seattle; King County; Washington State	16,000+ Readers (Print); 40,000+ Visitors (Web)	Weekly, every Thursday	Wednesdays by noon	Kelly Liao	<a href="mailto:editor@nwasianweekly.com">editor@nwasianweekly.com</a> ; <a href="mailto:auriza@lexaminer.org">auriza@lexaminer.org</a>	(206) 223-5559	<a href="http://nwasianweekly.com/">http://nwasianweekly.com/</a>	Available	<a href="#">NW Asian Weekly   FB</a>	<a href="#">NW Asian Weekly   YouTube</a>	<a href="#">NW Asian Weekly   IG</a>	<a href="#">NWAsianWeekly   Twitter</a>	412 Maynard Ave S, Seattle, WA 98104
South Seattle Emerald	English	Digital	Newspaper; Facebook; Instagram	Multiethnic; BIPOC	South Seattle; King County; Washington State	200,000+ Views (Monthly); 29,000+ Followers; 1,300+ Subscribers (Newsletter)	Daily	No deadlines	Marcus Harrison Green	<a href="mailto:editor@seattleemerald.org">editor@seattleemerald.org</a> ; <a href="mailto:ads@seattleemerald.org">ads@seattleemerald.org</a>	None	<a href="https://southseattleemerald.com/">https://southseattleemerald.com/</a>	Available	None	<a href="#">South Seattle Emerald   FB</a>	<a href="#">SouthSeattleEmerald   IG</a>	<a href="#">SoSeaEmerald   Twitter</a>	P.O. Box 28505, Seattle, WA 98118
Rainier Avenue Radio	English; Fijian; Spanish; Tagalog; Vietnamese	Digital	Radio; YouTube; Facebook; Instagram; Twitch	Black, White, youth, Seniors, Filipino, Pacific Islander Latinx, LGBTQ+, disabled, marginalized	Greater Seattle; South King County	50,000 Subscribers	24-hours/day, 7-days/week	We are flexible in serving unanticipated challenges.	Tony Benton	<a href="mailto:tonyb614@gmail.com">tonyb614@gmail.com</a>	(206) 280-3690	<a href="http://www.rainieravenueradio.world">www.rainieravenueradio.world</a>	Available	<a href="#">Rainier Ave Radio   YouTube</a>	<a href="#">Rainieravenueradio.world   FB</a>	<a href="#">RainierAveRadio   IG</a>	<a href="#">RainierAveRadio   Twitter</a>	4916 Rainier Ave Seattle, WA 98118
Junglecty.com	Japanese	Digital	Newspaper (Online)	Japanese	Western Washington; International (Canada, Japan)	1M+ Unique Users	24-hours/day, 7-days/week	We are flexible, but 5 p.m. the day before is preferred	Takumi Ohno	<a href="mailto:takumi_ohno@junglecty.com">takumi_ohno@junglecty.com</a>	(347) 574-9652	<a href="http://www.junglecty.com/">www.junglecty.com/</a>	Available	None	<a href="#">Junglecty1998   FB</a>	<a href="#">Junglecty.Seattle   IG</a>	<a href="#">Junglecty   Twitter</a>	2020 Maltby Road, Ste. #7, PMB405, Bothell, WA 98021
Lighthouse Magazine	Japanese	Print and Digital	Newspaper, Magazine, Journal	Japanese	Seattle, Washington; Portland, Oregon	15,000 Readers	Monthly	N/A	Lisa Omokawa	<a href="mailto:lisa.omokawa@us-lighthouse.com">lisa.omokawa@us-lighthouse.com</a>	(206) 624-5777	<a href="https://www.youmaga.com/">https://www.youmaga.com/</a>	Available	None	<a href="#">Lighthouse Magazine   FB</a>	None	<a href="#">YouMagaSeattle   Twitter</a>	6100 219th St. SW, #480, Mountlake Terrace, WA 98043
Soy Source	Japanese	Print and Digital	Newspaper; Magazine; Journal	Japanese	King County	15,000 copies (Print; monthly); 30,000 Visitors (Web)	Semi-monthly; every 2nd and 4th Friday	Application: 2 weeks before publish date; Design file: 1 week before publish date	Misa Murohashi	<a href="mailto:misa@napost.com">misa@napost.com</a>	(425) 223-6292	<a href="https://soysource.net">https://soysource.net</a>	Available	<a href="#">Soy Source   YouTube</a>	<a href="#">Soy Source   FB</a>	<a href="#">Soy Source   IG</a>	None	519 6th Ave S, Ste. #200, Seattle, WA 98104; P.O. Box 3173, Seattle, WA 98114
The National American Post	Japanese, English	Print and Digital	Newspaper; Magazine; Journal	Japanese	King County	15,000 circulation (includes 500 paid mail subscribers)	Semi-monthly; every 2nd and 4th Friday	2 weeks before issue date	Misa Murohashi	<a href="mailto:misa@napost.com">misa@napost.com</a>	(425) 223-6292	<a href="https://napost.com/">https://napost.com/</a>	Available	<a href="#">NaPost   YouTube</a>	<a href="#">NaPost   FB</a>	None	<a href="#">NaPost   Twitter</a>	519 6th Ave S, Ste. #200, Seattle, WA 98104; P.O. Box 3173, Seattle, WA 98114
Joy Seattle	Korean	Digital	Newspaper; Magazine; Journal	Korean	Western Washington with focus on King County	15,000+ Visitors	Mon-Fri, 11:00 a.m. - 5:00 p.m.; Sat-Sun, 11:00a.m.	4:00 p.m the day before	Chong Tae Kim	<a href="mailto:editor@joyseattle.com">editor@joyseattle.com</a>	(206) 450-0811	<a href="http://www.joyseattle.com/">http://www.joyseattle.com/</a>	Available	None	None	None	None	15 S Grady Way, Ste. #410, Renton, WA 98009; PO Box 5032, Bellevue, WA 98009
KBS WA	Korean	Digital	TV; YouTube; Facebook	Korean; Asian	Washington State; Oregon State	12,000+ Subscribers; 1,000+ Viewers	24-hours/day, 7-days/week	4:00 p.m. the day before	Byeng Duk Kang	<a href="mailto:info@kbswa.com">info@kbswa.com</a> ; <a href="mailto:goodrainyang@gmail.com">goodrainyang@gmail.com</a>	(425) 444-3241	<a href="http://www.kbswa.com">www.kbswa.com</a>	Available	<a href="#">KBS WATV   YouTube</a>	<a href="#">KBS WATV   FB</a>	None	None	18407 Pacific Ave S #18, Spanaway, WA 98387
Radio Hankook KSUH 1450 AM KWTZ 1230 AM	Korean	Print and Digital	Newspaper; Radio; YouTube	Korean	Puget Sound	80,000+ audience; 5,000+ subscribers	24-hours/day, 7-days/week	The day before	Sung Hong	<a href="mailto:info@radiohankook.com">info@radiohankook.com</a>	(253) 815-1212	<a href="http://www.radiohankook.com">www.radiohankook.com</a>	Available	<a href="#">Radio Hankook - YouTube</a>	<a href="#">Radio Hankook   FB</a>	None	None	33600 6th Ave S, Ste. #101 Russell Plaza, Federal Way, WA 98003
Seattle Polish News	Polish; English	Digital	Facebook; Web; E-mail Newsletter	Polish	Greater Seattle; Pacific Northwest	1,000+ Subscribers	Weekly, Thursday evenings	Thursdays by 3 p.m.; Wednesday is preferred	Ryszard Kott	<a href="mailto:rkott.media2@hotmail.com">rkott.media2@hotmail.com</a>	(425) 885-6695	<a href="https://www.seattlepolishnews.org/">https://www.seattlepolishnews.org/</a>	Not Available	None	<a href="#">Seattle Polish News   FB</a>	None	None	16717 NE 98th PL, Redmond, WA 98052
Radio Continent on KXPA 1540 AM	Russian; Ukrainian	Digital	Radio	Russian, Ukrainian, Jewish and other ethnic communities from the former Soviet Union	Greater Seattle; King County; Washington State	10,000 - 15,000 listeners daily	Monday - Friday, 7 a.m. - 9 a.m.	No deadlines	Igor Khais	<a href="mailto:radiocontinent1@aol.com">radiocontinent1@aol.com</a>	(206) 396-3684	<a href="https://tunein.com/KXPA-1540">https://tunein.com/KXPA-1540</a>	Available	None	<a href="#">Radio Continent   FB</a>	None	None	Continent Media, 5218 University Way NE, Ste. #B Seattle, WA 98105
Salaxley TV	Somali	Digital	YouTube; Facebook	East African	Greater Seattle	70,000+ Subscribers	No regular schedule. They upload programs as soon as they are finished.	Send ASAP	Mohamed Ahmed	<a href="mailto:salaxleytv@gmail.com">salaxleytv@gmail.com</a>	(253) 220-7861	<a href="#">None</a>	Available	<a href="#">Salaxley TV   YouTube</a>	<a href="#">Salaxley TV   FB</a>	None	<a href="#">SalaxleyTV   Twitter</a>	15245 International Blvd, Ste. #101, SeaTac, WA 98188

Washington African Media Association (WAMA)	Somali; Amharic	Print and Digital	Newspaper; TV; YouTube; Instagram Live; Other	East African	Greater Seattle; King County; Washington State	10,000+ Listeners/Viewers	Saturday	6 p.m. the day before	Ali Ali	wamaseattle1@gmail.com	(206) 446-6215	None	Available	None	WAMA   FB	None	None	P.O. Box 18881, Seattle, WA 98118
Runta News (The Truth)	Somali; Amharic; English	Digital	Newspaper; TV; YouTube; Facebook	East African and Muslim	Greater Seattle; Northwest, including Portland, Oregon and beyond	80,000+ Viewers	Daily, 8 a.m. - 8 p.m.	5 p.m. the day before	Mohamud Yussuf	editor@runtanews.com	(206) 920-0220	www.runtanews.com/	Available	Runta News Channel   YouTube	Runta News Channel   FB	RuntaNews   IG	RuntaNews   Twitter	P.O. Box 18463, Seattle, WA 98118
SomaliVoices or North America	Somali; English	Digital	Facebook; Twitter	Somali	Greater Seattle; King County; Washington State	8,000+ Followers	Daily	No deadlines	Asad Hassan	somalivoices@gmail.com	(253) 880-9000	None	Available	None	SomaliVoices	None	SomaliVoices	Private
Somali TV of Washington	Somali; English	Print and Digital	Newspaper; Radio; TV; YouTube; Facebook; Instagram	East African	Greater Seattle; King County; Washington State	120,000 Followers (Facebook); 10,000+ Subscribers/2M Views (YouTube)	Varies	Every Thursday	Abdikarim Hersi	info@somtv.org	(206) 548-6881	www.somtv.org	Available	SomTV of Seattle   YouTube	SomTVWA   FB	None	SomTVSeattle   Twitter	Private
Actitud Latina / OYE Producciones	Spanish	Print and Digital	Newspaper; Radio; TV; YouTube; Facebook Live; Instagram Live	Latinx; Afrolatinos, and Indigenous	Washington State; Seattle; King; Snohomish, and Pierce County	15,000+ Subscribers	Daily	2 p.m. the day before	Karina Gasperin	karina@oyepro.com	(425) 343-8492	www.actitudlatina.com	Available	None	Actitud Latina   FB	ActitudLatina   IG	ActitudLatina   Twitter	5927 147th St SW, Edmonds, WA 98026
Conexion Contigo (Lupita Zamora Consulting)	Spanish	Digital	Radio; Podcast; Facebook	Latinx	Greater Seattle; King County; Washington State	3,000 Subscribers; 300-400 listeners; 200-300 viewers	Mondays; varies	3:00 p.m. the day before	Lupita Zamora	zamora@lupitaconsulting.com	(206) 397-2995	www.lupitaconsulting.com	Not Available	None	Conexion Contigo Radio   FB	None	None	Private
El Siete Dias	Spanish	Print and Digital	Newspaper	Latinx	King, Pierce, and Snohomish Counties	5,000+ Readers; 10,000+ Followers	Up to twice a month	Mondays by noon	Raul Perez	raulperez@elsietedias.com	(425) 279-3483	https://elsietedias.com/	Available	None	El Siete Dias   FB	El Siete Dias   IG	El Siete Dias   Twitter	12005 NE 12th St. Ste. #26, Bellevue, WA 98005
La Pera Radio TV (Hispanic Media and Events)	Spanish	Digital	Radio; Event Planning	Latinx	Washington State	20,000+ Listeners	24-hours/day, 7-days/week; M-F, 6:00am - 10:00am live news and interviews	No deadlines	Rafael Aguilar	laperaradiotv@gmail.com	(509) 393-6858	www.laperaradio.com	Available	La Pera TV   YouTube	La Pera Radio TV   Facebook	La Pera Radio TV   IG	LaPeraRadioTV   Twitter	768 S. Mission St. Wenatchee, WA 98801
Latino Northwest Communications	Spanish, English	Digital	TV; YouTube; Facebook; Others	Latinx; Immigrants and Refugees; Indigenous Populations from Latin America	King County; Pierce County; Snohomish County; Thurston-Mason County; Central and Eastern Washington	Varies	Varies	No deadlines	Mario Zavaleta	mzavaleta@latinonorthwest.com	(206) 706-1255	http://www.latinonorthwest.com	Not Available	LatinoNorthwest   YouTube	Latino Northwest Communications   FB	None	None	3251 21st Ave W, Seattle, WA 98199
Eco Lógica Magazine	Spanish; English	Print and Digital	Magazine	Latinx	Puget Sound; Whatcom to Pierce Counties	2,000+ Readers	Monthly	2 weeks before publication	Stuart Vazquez	info@ecologicamagazine.com	(425) 672-6770	www.ecologicamagazine.com	Available	None	Eco Logica Magazine   FB	eco logica magazine   IG	EcologicamaGaiN   Twitter	5110 212th St SW #4, Mountlake Terrace, WA 98043
Medialuna Magazine	Spanish; English	Digital	Magazine; Radio	Latin-American Communities	Washington State; Eastern Washington; Greater Seattle; King County	15,000 Subscribers	24-hours/day, 7-days/week	No deadlines	Diana Leal Kuntz	diana.l@medialunamagazine.com	(206) 446-5571	www.medialunamagazine.com	Available	None	Medialuna Magazine   FB	None	MedialunaMag   Twitter	340 9th Ave, Kirkland, WA 98033
PNW FilAm Chronicle	Tagalog; English	Print and Digital	Newspaper	Filipinx	Greater Seattle; King County; Washington State	8,000+ Readers	Monthly, on the 15th	By the 10th of each month	Herbert Atienza	editor@pnwfilmschronicle.com	(206) 601-9158	https://pnwfilmschronicle.com/	Not Available	PNW FilAm Chronicle   YouTube	PNW FilAm Chronicle   FB	None	None	P.O. Box 2314, Lynnwood, WA 98036
Vake Tali Folau Global Media Network (Radio Tonga)	Tongan; English	Digital	Radio; YouTube; Facebook	Pasifika; Fijian, Marshallese, Samoan, and Tongan	Washington State; Pacific North West; Global	5,000 Listeners; 8,000+ Viewers	5:00pm-10:00pm; 7-days/week	No deadlines	Emily Tofu	radiovtf@radiotongavtfusa.com	(650) 307-7551	www.radiotongavtfusa.com/	Not Available	Vake Tali Folau   YouTube	Vake Tali Folau   FB	None	RadioVTF   Twitter	19550 International Blvd, Suite 200 SeaTac, WA 98188
Northwest Vietnamese News / Người Việt Tây Bắc	Vietnamese	Print and Digital	Newspaper	Vietnamese	Greater Seattle; King County; Western Washington	5,000+ Readers	Every Friday (Print); Daily (Web)	7 buisness days before publication (Ads); 7-14 days before publication (Stories)	Andy Pham	news@nvnorthwest.com; andy@nvnorthwest.com	(206) 722-6984	https://nvnorthwest.com/	Available	None	None	None	None	6951 MLK Jr. Way S, Seattle, WA 98118

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