

King County Metro Guide to Creating Inclusive Campaigns



King County Equity and Social Justice



King County
METRO

We'll Get You There

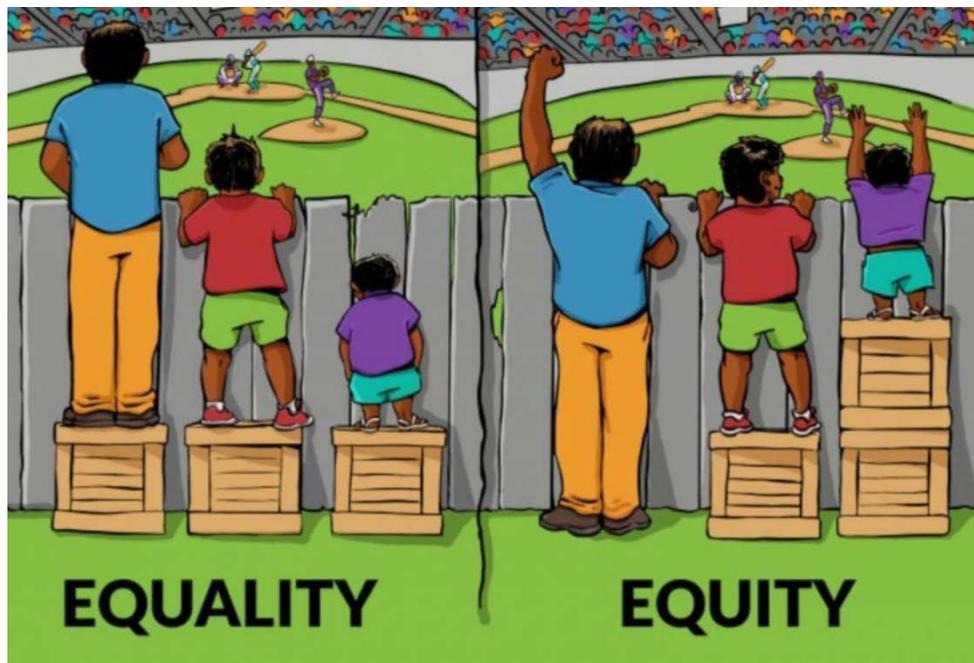
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Purpose

At King County Metro we strive to be a place welcoming and encouraging of all people regardless of race, gender, ability to speak English, socioeconomic status, or cultural heritage. We believe that diversity and inclusion makes us a stronger and a more dynamic agency. This document incorporates those values to provide guidance on how to prepare for and structure an inclusive marketing campaign. It includes the industry best practices for reaching out to limited English proficient (LEP) and other communities of color as well as appendices with further equity and inclusion resources.

This document helps to put employees in the best position to run a successful, inclusive marketing campaign in conjunction with the guidelines outlined by *King County's Equity and Social Justice (ESJ) Strategic Plan*. Allowing for innovation and adaptability across King County Metro will help us to be a dynamic and culturally responsive agency, moving us towards fairness and opportunity for all.



Getting Started

1. **Review King County ESJ Materials:** Reviewing the *2016-2022 King County Equity and Social Justice Strategic Plan* as well as utilizing the *2015 Equity Impact Checklist* will help align the campaign's goals with county objectives. These two documents are linked in Appendix I.
 - The *Translation Policy* Executive Order from 2010 declares that public communication materials are required to be translated into any language that is the primary language of 5% or more of the target area's population.

2. **Define the Audience:** If there are specific geographic boundaries identified for your campaign, use the *Census Data Research Guide* in Appendix II to learn critical information such as language spoken at home, ethnicity, race, age, and income of the project's target area.
 - Doing census data research gives a broad view of the special populations in the target area and will help to define where to start the outreach effort. It is important to note that this is a starting point and not the only way to determine the demographics and needs of the community. Additional information is provided in the Best Practices section below.

3. **Internal Communication:** Inform key internal staff about the marketing campaign that is focused on limited English proficient (LEP) and other communities of color. Start with Department of Transportation (DOT) Communications Office, Public Information Officer, Equity and Engagement Manager and DOT Government Relations Office. These internal resources can guide the campaign on how to reach out to community partners and will know if another Metro project is already working with a particular organization. It is important to be sensitive to not over-burden community partners' time and resources.
 - Questions to ask:
 - Are there other King County programs being implemented in this location?
 - Do the population groups identified in step 2 truly reflect the population of that neighborhood?
 - Which King County staff should I inform about doing this project?
 - Which King County staff would be a good resource about the population groups identified in this area?
 - Which community groups would you recommend I reach out to regarding partnerships? Which community groups have been utilized in recent King County projects?

4. **External Communication:** After speaking with internal Metro colleagues, the campaign will have a more precise idea of whom in the community to reach out to. The *King County Community Engagement Guide* linked in Appendix I is a good place to start this process. This outreach should include someone from the local city government. Most cities have staff that work in neighborhoods who could be a good resource to reach out to. For the City of Seattle, this would be the Department of Neighborhoods.

Talking to non-governmental community groups about marketing campaign's intentions is crucial and an important first step in involving them in the project. They can provide feedback on who to involve, how to reach out to their constituents, provide insight on the campaign's outreach strategy, or help test to make sure the message is being delivered in a culturally appropriate way.

- Questions to ask:
 - Do the population groups identified in the census data research truly reflect the population of that neighborhood?
 - Are there other groups who may be a lesser percent of the overall population, but would have an outsized benefit from this program?
 - Does our message address the needs of your community in a culturally appropriate way?
 - Are there other community leaders or organizations we should reach out to in this area?
 - Would you have the capacity to partner with our project? (if appropriate)



Best Practices

The following advice was developed from researching the best practices in the industry, as well as past experience at Metro, for outreach to LEP populations and communities of color. Technology and media-consumption preferences change rapidly and should be taken into account when using this document. There is no one-size-fits-all solution.

Planning:

- Start the planning process by reflecting on who should be involved both internally and externally.
 - Are all the necessary King County staff aware of the campaign? What about the community leaders from the communities that your project is impacting?
- When reviewing which groups are in the program area, it is critical to think about the amount of need in a community not just the percent a specific group makes up of the total population.
 - For example, there may be a small Somali community that is only 3% of the total population in the project area but that community would really benefit from a program that teaches them how to use an ORCA card. Even though that population does not meet the King County 5% standard, you might still choose to put extra effort in outreach and communication efforts to enable that community to participate.
- Be wary of overusing community resources through multiple projects from different departments.
 - We recommend the addition of a stipend for community organizations in the budget if the campaign plans on using an organization heavily for translation, outreach or publicizing the project. We recommend this because these organizations are often tapped to assist with many similar projects and have limited resources.
 - Do not rely on one organization or community leader to formulate an opinion on a particular topic. They may not necessarily speak for the community as a whole. Go beyond the community leaders to gather information about the community as appropriate.

- Determine the role you would like a community based organization to play in the campaign (see the *Community Engagement Guide*).
 - Are they advising on outreach methods and language translation?
 - Are they helping to engage their community to participate in the program?
 - Are they a full partner in project implementation?
- Track successes and lessons learned.
 - If the campaign is using a consulting firm, it is typical for the firm to write a final report including successes and lessons learned at the end of a program. If this an internal campaign it will be important to track the successes and areas that need improvement to better prepare for future projects.

Clear Messages with Effective Messengers:

- Consider having community leaders or interested residents from the target area participate during events as ambassadors.
 - Having staff or volunteers who speak the language of local residents will help increase your success at events, while also building trust in the Metro brand.
- Humor and sarcasm is very difficult to translate. It often comes across as confusing or offensive and can turn off some readers to your message.
 - Pictures and symbols can be more effective than words.
- Many people, whose native language is other than English, also speak English but seeing information in their native language shows them that the campaign is putting in an effort to reach their community specifically.
- Some people have a more challenging time reading and understanding materials in English even if they speak English. Reaching out to them in their primary language can help them trust their understanding of the information and Metro as an agency.

Translating/Transcreating Materials:

- It is critical to understand the time needed for translation at the planning stage when budgeting both time and money for translations. It is also important to understand the costs associated with standard and rush translations. See Appendix I for the King County Approved Translators list.

- Reach out to community partners to make sure materials are culturally appropriate and useful. Use community partners to help identify effective distribution channels.
- Find out if the population you are targeting typically responds to printed information. In some communities, you might do better with radio, social media or contracting with community based organizations to reach out in person. The Preferred LEP Outreach Methods chart on the next page provides current outreach and media channels (as of 2016) that have been successful in reaching LEP populations in the past.
- Use transcreation for materials whenever possible. This is more effective than a simple word-to-word translation. Transcreation is the process of adapting a message from one language to another, while maintaining its intent, style, tone and context. Many English words do not directly translate into other languages and therefore a direct translation will confuse and alienate non-English speakers.
- Before you print materials, be sure you have methods of distributing the items. Materials are often translated with no defined path to reach their customers effectively. Define who is going to receive the translated materials and what method of distribution you are using.



Preferred LEP Outreach Methods

(Updated: 2016)

Language	Preferred Outreach Medium	Media Sources	Local Community Organizations
Spanish	<ul style="list-style-type: none"> • Radio • Television • Facebook • Community churches • In-person events with community liaisons 	<ul style="list-style-type: none"> • <u>Radio</u>: El Rey (KKMO) • La Estacion de la Familia (KLDY) • Radio Luz (KNTS) • Tu Familia (KLSY) • <u>Television</u>: Univision Seattle (KUNS) • <u>Print</u>: La Raza • El Mundo Newspaper • Tu Decides bilingual newspaper 	<ul style="list-style-type: none"> • El Centro De La Raza • Casa Latina • Latino Community Fund • Duwamish River Clean-up Coalition • Entre Hermanos
Vietnamese	<ul style="list-style-type: none"> • In-person outreach at community centers and places of worship • Community leaders • Print • Internet 	<ul style="list-style-type: none"> • <u>Radio</u>: Saigon 92.5 FM • <u>Print</u>: Nguoi Viet News 	<ul style="list-style-type: none"> • Vietnamese Friendship Association (206) 760-1573 • Friends of Little Saigon • Asian Counseling and Referral Service (206) 695-7600 • Vietnamese Community Activity Center
Chinese	<ul style="list-style-type: none"> • Print • Television 	<ul style="list-style-type: none"> • <u>Print</u>: Ibuki Magazine • Seattle Asia Post • Northwest Asian Weekly • Seattle Chinese Post • <u>Television</u>: Crossings TV (Asian Television Network) 	<ul style="list-style-type: none"> • Chinese Information and Service Center (CISC) (206) 624-5633; • Asian Counseling and Referral Service (206) 695-7600
Tagalog	<ul style="list-style-type: none"> • Print • Television 	<ul style="list-style-type: none"> • <u>Print</u>: International Examiner • Northwest Asian Weekly • <u>Television</u>: Crossings TV 	<ul style="list-style-type: none"> • Filipino Community of Seattle (206) 722-9372; • Asian Counseling and Referral Services (ACRS) (206) 695-7600
Russian	<ul style="list-style-type: none"> • Internet • Community Centers 	<ul style="list-style-type: none"> • <u>Internet</u>: Russianseattle.com 	<ul style="list-style-type: none"> • Russian Community Center of Seattle

Somali	<ul style="list-style-type: none"> • Word of mouth • In-person events with community liaisons • Television 	<ul style="list-style-type: none"> • <u>Print</u>: Runta News • <u>Television</u>: SOMTV-Seattle <p>**Somali translated print media is not always effective **</p>	<ul style="list-style-type: none"> • Somali Community Services of Seattle (SCSS) • Voices of Tomorrow (Provides access to Somali Translated materials) • Mohamud Yussuf: Editor Runta News • Somali Youth and Family Club
Korean	<ul style="list-style-type: none"> • Radio • Facebook • Television • Churches 	<ul style="list-style-type: none"> • <u>Radio</u>: Radio Hankkook (KSUH 1450 AM) • <u>Television</u>: KO-AM TV • <u>Print</u>: Seattle Asia Post Northwest Asian Weekly 	<ul style="list-style-type: none"> • Korean Community Service Center (KCSC) 425-776-2400; • Asian Counseling and Referral Service (ACRS) (206) 695-7600
Punjabi	<ul style="list-style-type: none"> • Radio • Facebook • Internet • word of mouth • In-person events with community liaisons 	<ul style="list-style-type: none"> • <u>Radio</u>: Punjabi Radio USA (Coverage in Seattle) • <u>Internet</u>: seattleindian.com; 	<ul style="list-style-type: none"> • Pakistan Association of Greater Seattle
Ukrainian	<ul style="list-style-type: none"> • Internet • Community Centers 	<ul style="list-style-type: none"> • <u>Internet</u>: uawas.org 	<ul style="list-style-type: none"> • Ukrainian Community Center of Washington (UCCW) - (425) 430-8229
Ethiopian	<ul style="list-style-type: none"> • Print • Internet • Facebook • Word of mouth/community members • In-person events with community liaisons 	<ul style="list-style-type: none"> • <u>Internet</u>: Ethio Youth Media (MMRTI) • <u>Print</u>: Salon Ethiopia (biweekly newspaper) 	<ul style="list-style-type: none"> • Ethiopian Community in Seattle - (206) 325-0304 • East African Community Services - 206-721-1119 3. Salaam Urban Village Association

Created November 2016 by Kevin Nuechterlein and Devon Cory

Appendix I: Additional Resources

[King County 2016-2022 Equity and Social Justice Strategic Plan](#)

[King County 2015 Equity Impact Checklist](#)

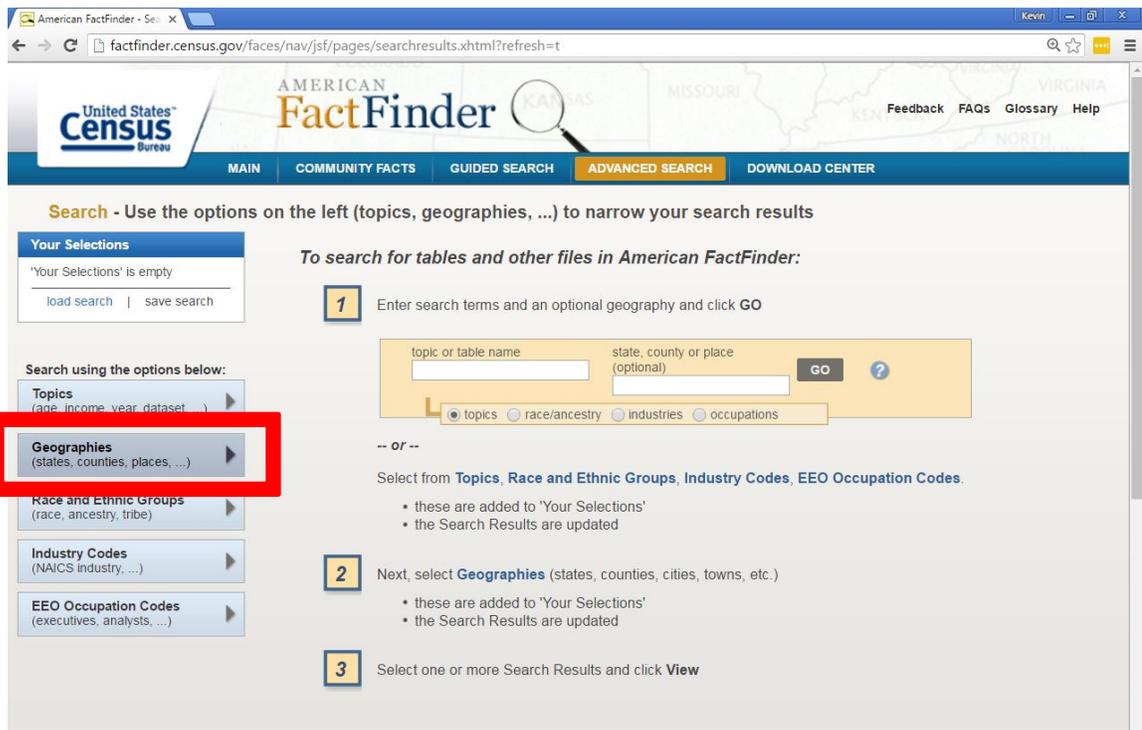
[King County Community Engagement Guide](#)

[King County Equity and Social Justice Tools and Resources](#)

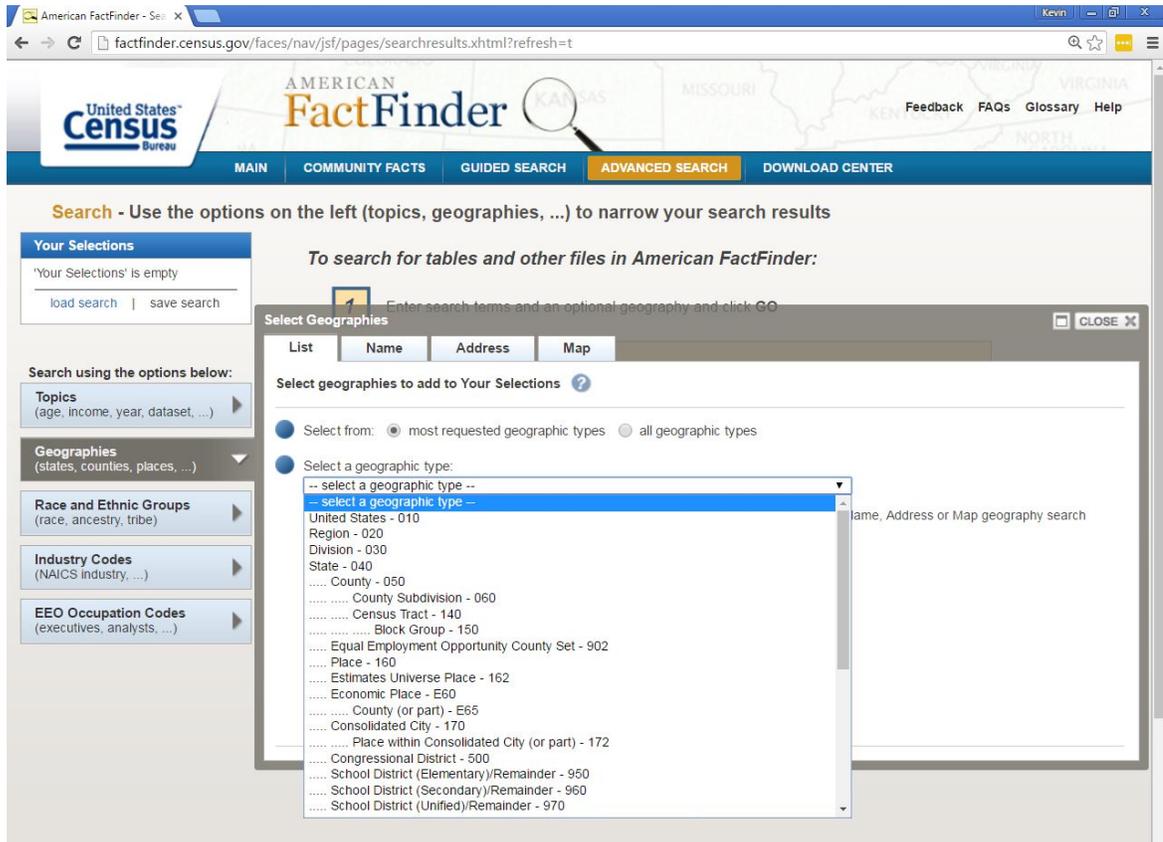
[King County Translator Lists and Services](#)

Appendix II: Census Data Research Guide

1. Go to the Advanced Search of the American FactFinder page of the US Census website:
<http://factfinder.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t>



2. If you click on the geographies tab you can make your search as broad or as specific as you require (i.e. census blocks, city or cities, zip codes, census tracts).
- 3.



4. If you are using census tracts (the most detailed you can get from the census website), find out which tracts are in your area of interest beforehand because you will need to pick them by number at the American FactFinder website.
 - o The census website breaks up the census tract by state and county. You can find your state and then county's census tracts (as done by the 2010 census) here: <https://www.census.gov/geo/maps-data/maps/2010tract.html>

- After you determine the area you want to look at, you select that geographic type, state, county and geographic area from the pop-up window and click “add to your selections”

The screenshot shows the American FactFinder website interface. At the top, there is a navigation bar with the United States Census Bureau logo and the 'AMERICAN FactFinder' title. Below this is a search bar and a navigation menu with options like 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH', and 'DOWNLOAD CENTER'. The main content area features a search instruction: 'Search - Use the options on the left (topics, geographies, ...) to narrow your search results'. On the left side, there is a 'Your Selections' section with a red arrow pointing to it, and several filter categories: 'Topics', 'Geographies', 'Race and Ethnic Groups', 'Industry Codes', and 'EEO Occupation Codes'. A 'Select Geographies' pop-up window is open, allowing users to choose geographic areas. It includes options to select from 'most requested geographic types' or 'all geographic types', and dropdown menus for 'geographic type', 'state', and 'county'. A list of specific geographic areas is provided, such as 'Census Tract 46, King County, Washington'. At the bottom of the pop-up, there are buttons for 'ADD TO YOUR SELECTIONS' and 'ABOUT THIS GEOGRAPHY'.

- After you click “add to your selections” they will appear in the left column “your selections.” The next step is for you to find the particular variables you want to look at. Some often-used variables will appear automatically (as you see below), but you can also search for particular data categories in the “refine your search results: topic or table name” box.

The screenshot shows the American FactFinder search results page. The search results are displayed in a table with columns for ID, Table, File or Document, Dataset, and About. A red arrow points to the 'Refine your search results' box, which contains a search input field with the text 'langu' and a dropdown menu showing suggestions for variables related to language spoken at home.

ID	Table, File or Document	Dataset	About
S0101	AGE AND SEX	2014 ACS 5-year estimates	?
S0601	SELECTED CHARACTERISTICS OF THE TOTAL AND NATIVE POPULATIONS IN THE UNITED STATES	2014 ACS 5-year estimates	?
S0701	GEOGRAPHIC MOBILITY BY SELECTED CHARACTERISTICS IN THE UNITED STATES	2014 ACS 5-year estimates	?
S0801	COMMUTING CHARACTERISTICS BY SEX	2014 ACS 5-year estimates	?
S0802	MEANS OF TRANSPORTATION TO WORK BY SELECTED CHARACTERISTICS	2014 ACS 5-year estimates	?
S1002	GRANDPARENTS	2014 ACS 5-year estimates	?
S1101	HOUSEHOLDS AND FAMILIES	2014 ACS 5-year estimates	?
S1201	MARITAL STATUS	2014 ACS 5-year estimates	?
S1301	FERTILITY	2014 ACS 5-year estimates	?
S1401	SCHOOL ENROLLMENT	2014 ACS 5-year estimates	?
S1501	EDUCATIONAL ATTAINMENT	2014 ACS 5-year estimates	?
S1601	LANGUAGE SPOKEN AT HOME	2014 ACS 5-year estimates	?
S1602	LIMITED ENGLISH SPEAKING HOUSEHOLDS	2014 ACS 5-year estimates	?

7. To find the percentage of each language spoken in the designated area, you will want to use the table “Language spoken at home by ability to speak English for the population 5 years and over.” This will give you the detailed languages spoken at home and the percent of households that speaks English ‘well’ or ‘less than well’ for each of those languages.


[Modify Table](#) | [Add/Remove Geographies](#) | [Bookmark/Save](#) | [Print](#) | [Download](#) | [Create a Map](#)

[View Geography Notes](#) | [View Table Notes](#)

Note: This is a modified view of the original table.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

Versions of this table are available for the following years:

2014 ▶

[2013](#)

[2012](#)

[2011](#)

[2010](#)

	Census Tract 234.04, King County, Washington	Census Tract 250.03, King County, Washington	Census Tract 321.02, King County, Washington	Census Tract 321.03, King County, Washington	Census Tract 321.04, King County, Washington	Census Tract 322.08, King County, Washington	Census Tract 322.10, King County, Washington
	Estimate						
Total:	3,074	6,647	4,645	3,796	5,723	7,987	10,527
Speak only English	2,782	4,717	4,311	3,180	5,072	6,783	7,639
Spanish or Spanish Creole:	13	219	29	227	235	113	252
Speak English "very well"	13	209	29	191	153	78	252
Speak English less than "very well"	0	10	0	36	82	35	0
French (incl. Patois, Cajun):	0	43	8	0	37	31	138
French Creole:	0	0	0	0	0	0	0
Italian:	0	0	16	0	0	0	24
Portuguese or Portuguese Creole:	0	32	0	7	0	0	1
German:	17	108	81	44	57	85	104
Yiddish:	0	0	0	0	0	0	0
Other West Germanic languages:	0	29	23	16	0	39	0
Scandinavian languages:	14	0	0	0	0	0	0
Greek:	0	0	0	0	0	0	0
Speak English "very well"	0	0	0	0	0	0	0
Speak English less than "very well"	0	0	0	0	0	0	0
Russian:	41	0	0	46	7	5	134
Speak English "very well"	14	0	0	7	0	0	124
Speak English less than "very well"	27	0	0	39	7	5	10

8. From this screen you would add up all the ‘total populations’ for each census tract to get the total population in the area you are looking at. Then, add up the numbers of people speaking a particular language in for all the columns. Finally divide that second number by the total population to get the percent of the total population that speaks that language in your area. You will do the same for ‘speaks English very well’ and ‘speaks English less than very well’ if necessary
- If you are doing this, it is helpful to click on the “modify table” tab (as seen in the upper left corner of the above print-screen) and then “hide” all the columns for each census tract that you are not looking at. This makes it easier to add them across the row.

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