Organization
City of SeaTac

Project Title
City of SeaTac Strategic Community Outreach and Communications Plan

Organizational Background
SeaTac has approximately 29,130 residents and has been incorporated since 1990. In the past 30 years, the racial makeup of the City has drastically changed from majority white to majority non-white. At the Highline School District, which services the City residents, more than 80 different languages are spoken by students.

In addition, the average median income of residents in SeaTac is $51,025 which is 40% below the King County average. The poverty rate in the City is 15.5%.

Project Description
Create Strategic Community Outreach and Communications Plan will:

• Identify the top three tier languages spoken in the City.
• Ascertain ideal tools and processes to communicate with residents who speak these top three tier languages
• Create strategies and best practices for the City and its various departments to have true community engagement and dialogue with diverse communities within the City.

Travel Required?
No
**Deliverables**
Create Strategic Community Outreach and Communications Plan will:

- Identify the top three tier languages spoken in the City.
- Ascertain ideal tools and processes to communicate with residents who speak these top three tier languages
- Create strategies and best practices for the City and its various departments to have true community engagement and dialogue with diverse communities within the City.

**Key Tasks for Consultants**
The project will require research to identify the various diverse communities residing in SeaTac. In addition, students will need to research the best practices utilized by other governments, non-profits or organizations that can be utilized in the City.

Local examples of plans:

- City of Redmond Community Strategic Plan
- City of Burien Strategic Communications Plan

Research will include regional/municipal strategic communications and community outreach plans.

Outreach to Community Based Organizations and groups to better understand the diverse mix of residents in the community.

In-person interviews could prove to be helpful.

The final results will be presented to City elected officials.