



2024- 2030 Update

Parks, Recreation, Open Space, and Arts Plan

Community Engagement Summary

(Nov. 2022 – Feb. 2023)

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Background

In 2023, the City of Shoreline is updating the Parks, Recreation, Open Space and Arts Plan (PROSA Plan). The PROSA Plan looks at existing conditions of facilities and program offerings, identifies future trends and community needs, and determines the focus and vision for how the City will fund parks, natural areas, and recreation, community, and arts programs for the next six years.

The PROSA Plan guides decisions about:

- Buying land for parks and natural areas
- Developing new recreation facilities
- Offering recreation and cultural programs, events
- How best to maintain the parks, natural spaces, and facilities
- Where and what public art should look like in our community

In 2017, the Shoreline City Council unanimously adopted the 2017-2023 Parks, Recreation, and Open Space Plan. The plan identified eleven Strategic Action Initiatives (SAI's) that have guided how Shoreline government manages and improves parks and recreation services. The current planning effort will look to frame the document in Strategic Action Initiatives again, while reflecting on the progress the City has made toward achieving current SAI's.

The City of Shoreline must update the PROSA Plan to be eligible for certain state and federal funds. The Shoreline City Council must adopt the updated plan through an act of legislation. The PROSA Plan must be delivered to the state Recreation and Conservation Office by December 31, 2023 for the City to remain eligible for certain state and federal funds. The PROSA Plan is a functional plan of the City's Comprehensive Plan.

Planning context

There were multiple efforts in motion that the City sought to coordinate with and/or incorporate as part of the community engagement for the PROSA Plan. These include:

- On November 30, 2020, the Shoreline City Council adopted Resolution No. 467 declaring the City's commitment to **building an anti-racist community** by addressing the ways racism is maintained in beliefs, behaviors, and policies. The Resolution specifically recognizes *“That for meaningful and lasting change to occur, the City must work together with members of our community, especially those who identify as Black, Indigenous, Hispanic, Asian, and other People of Color, to co-create a vision of this anti-racist community and the outcomes and activities that will bring us closer to this vision.”* The development of the PROSA Plan was striving to put this commitment into action by emphasizing engagement with the voices who may not have participated in the past.
- In 2022, the City undertook steps for a **Public Art and Cultural Services Plan**. The City decided to incorporate that work into the overall parks planning effort and renamed the plan “PROSA” to reflect that public art would also be reflected in the final 2024-2030 updated plan.
- On February 8, 2022, Shoreline residents approved a **bond measure** to support park improvements and park land acquisition. Over the next three years, Shoreline will make major improvements to eight parks that reflect input from community members. The City leveraged PROSA Plan engagement opportunities to advance the designs for the parks named in the bond.
- In 2024, Shoreline government must update the **Comprehensive Plan**. The City is utilizing the same engagement consultant across the two plans, which will help to build long-term relationships in key communities for the City and streamline engagement activities.

Project Timeline

Nov. 2022 – Feb. 2023	March – May 2023	Summer 2023	Fall 2023	March 2024
<ul style="list-style-type: none"> • Community engagement • Gather and analyze data 	<ul style="list-style-type: none"> • Write PROSA Plan 	<ul style="list-style-type: none"> • Release draft plan • Gather feedback on draft plan 	<ul style="list-style-type: none"> • Transmit draft plan to City Council for adoption 	<ul style="list-style-type: none"> • Transmit final plan to state

Engagement goals and outcomes

The 2024 – 2030 PROSA planning effort sought to achieve the following goals through its engagement activities:

- Position the City to develop new and/or deepen existing relationships with community
- Center equitable engagement strategies to ensure diverse voices are represented in the PROSA Plan
- Promote understanding of the PROSA Plan and the role of parks, recreation and cultural services in the community and build support for future decisions and actions

The outcomes the City sought to achieve include:

- Robust PROSA plan that reflects the voices of a broader representation of the Shoreline community.
- More residents are aware of and engagement with and using their local parks.
- A solid base of community relationships to build on moving forward into the comprehensive plan update.

Guiding principles for equitable engagement

The City sought to ground itself in an equitable and inclusive engagement strategy that would understand and overcome barriers to public participation by:

- Identifying who hasn't been involved
- Surfacing barriers to involvement
- Strategizing with communities to overcome barriers
- Sharing leadership in planning and implementation
- Employing equity-centered practices and tools in implementation, including:
 - Language access
 - Compensation
 - Multiple touchpoints and ways to be involved and offer input

PROSA Engagement Approach and Implementation

The timeframe for the bulk of community engagement was compressed into a four-month period from November 2022 to February 2023. Throughout the engagement effort, City staff and the consultant team involved the Shoreline Parks, Recreation, and Cultural Services/Tree Board, including presenting the engagement strategy and updates at the September 22, 2022, October 27, 2022, December 1, 2022, and January 26, 2023 meetings. City staff and the consultant team presented the engagement strategy to the Shoreline City Council at their October 24, 2022 meeting.

Consistent with the City's interest in carrying out an equity-centered engagement strategy and planning process, the City and consultant team employed a range of engagement tools and tactics to reach the prioritized communities, which are summarized in the sections that follow. The City also took steps to ensure a broader audience of Shoreline residents and stakeholders also had meaningful opportunities to provide input. The compressed timeframe to carry out the bulk of engagement was a central challenge to fully implementing an equitable engagement strategy.

Audiences prioritized for PROSA engagement included:

- People who identify as BIPOC
- People who speak a language other than English in the home
- Youth
- Older adults
- People with disabilities

The City chose to carry out engagement activities in four languages **in addition to English**:

- Amharic
- Tigrinya
- Spanish
- Chinese (simplified)

The main tools employed for the PROSA engagement effort included:

1. Constituent conversations
2. Online open house, featuring a survey and interactive map
3. A series of in-person engagement events, including:
 - Informal group conversations
 - Tabling (i.e., hosting a PROSA booth at various fairs and events)

The sections that follow summarize the purpose and methodology of each tool, outline preliminary findings and key themes, and reflect on lessons learned.

1. Constituent conversations

Purpose

The purpose of the constituent conversation was to engage individuals and representatives from community-based organizations in more personal, in-depth conversation early in the engagement and planning process to:

- Listen and learn about their key priorities and concerns
- Engage them in civic processes, like the PROS Plan and Comprehensive Plan updates and Parks Bond projects
- Learn from them the best ways to engage with their respective communities and constituencies

In addition to learning about topical issues, the constituent conversations were an opportunity to learn the best ways to engage with the interviewee’s respective community and gather referrals or suggestions of additional individuals or organizations to engage with.

Format

The City identified a list of potential individuals to contact. The list reflected the prioritized audiences/communities and included people with whom City staff had existing relationships as well as new contacts.

The consultant team sent personalized emails to contacts in October 2022, cc’ing City staff. These emails introduced the PROSA Plan and invited the individual to participate in a 60-minute-long conversation. The invitation email directed people to an online form to select from a range of dates and times, as well as to express preferences for an in-person or virtual option and indicate any type of accommodation they may need. The consultant team sent an Outlook invitation and reminder emails to each scheduled participant.

Compensation

Interviewees were compensated for their time and expertise with a \$50/hour honorarium.

Results

In fall 2022, the consultant team conducted six constituent conversations with seven people affiliated with a range of community-based organizations and communities.

Item	Amount
Total number invited to interview	16
Interviews completed	6 (7 interviewees)
Interviews scheduled but did not occur (i.e., no-show, last minute cancelation, etc.)	4

Each conversation was unique, but each one involved a brief presentation about the PROSA Plan. The consultant team used a semi-structured discussion guide and created an informal atmosphere to ensure interviewees had the opportunity to ask questions and discuss what was top of mind. The consultant team coordinated on questions with the Parks Bond consultant team to leverage the engagement opportunity for both processes.

The line of questioning differed slightly depending on the person. Nearly everyone was asked about how and where they use parks or participate in recreation programs or community events, what they thought made these spaces and programs welcoming, what challenges they faced when visiting or participating in programs, and what they’d like to see more of.

The consultant team took notes and had them reviewed by each interviewee prior to sharing with the City. The consultant team sent thank you emails to interviewees and requested that they complete a demographic form.

The demographics form responses are outlined below. Not every person responded to all questions, and some questions allowed for more than one response.

Item	Demographics	
Connection to Shoreline (select all that apply)	83% live in Shoreline	50% work, go to school, and/or own a business in the city
Neighborhoods	60% live in Echo Lake	Other neighborhoods: – Parkwood – Ridgecrest
Age	50% are 35-44	Other ages: – 25-34 – 45-54 – 55-64
Gender identity	83% identify as female	33% identify as non-conforming/non-binary
Racial identity (select all that apply)	50% identify as white	Other identities: – Asian, Asian Indian or Pacific Islander – Black, African American, or African – Hispanic
Language spoken at home	50% English	Other languages: – Mandarin – Spanish – Tigrinya
Disability	50% said yes	50% said no
Housing	50% are owners	50% are renters

High-level findings

The consultant team provided notes and interview summaries to the PROSA technical team for in-depth analysis. Some common themes that rose to the top include:

- Importance of having better entry and exit access to increase accessibility for people living with disabilities or those with mobility issues.
- More handicap parking near entrances and exits.
- Access to power sources in parks for cultural festivals, concerts, and other community events.
- Access to parks with equipment and spaces that cater to all abilities.
- Accessibility is more than just meeting ADA compliance regulations.
- Widely available translated materials or translation services for community events.
- More affordable and accessible community resources and programming.
- Desire to have a pool and affordable swimming classes.
- Listening to the voices of all community members, including houseless neighbors.
- Making sure all community members feel safe and comfortable in spaces. Examples given included using pronouns during introductions, land acknowledgments, etc.
- Incorporating art throughout the city to highlight various cultures or groups.
- Harnessing local experts and talent at community events, programs, and arts rather than outsourcing other people or organizations.

2. Online Open House: Survey and Interactive map

Purpose

The online open house (OOH) provided project information and served as an anchor for gathering community input through a survey and an interactive map. The purpose of the OOH was to:

- Raise awareness among Shoreline residents of the purpose, need, and value of the PROSA plan
- Ensure people have an opportunity to give feedback and communicate their priorities, preferences and needs about Shoreline’s parks and recreation, arts, and cultural service programming
- Build buy-in and support for future actions and decisions
- Ensure content is easy-to-understand, engaging content and accessible for all audiences

Format

The OOH featured information about the PROSA planning effort and how to get involved. The gather input from community members, the OOH offered a survey, as well as an interactive map. The survey and interactive map were live between Nov. 16, 2022 and Feb. 5, 2023. The OOH, survey, and interactive map were offered in English, Simplified Chinese, Amharic, Tigrinya, and Spanish. The OOH used the URL www.shorelineparks.infocommunity.org. To ensure the survey and PROSA information would be available in multiple ways, the OOH and survey were offered print form in all languages, as well.

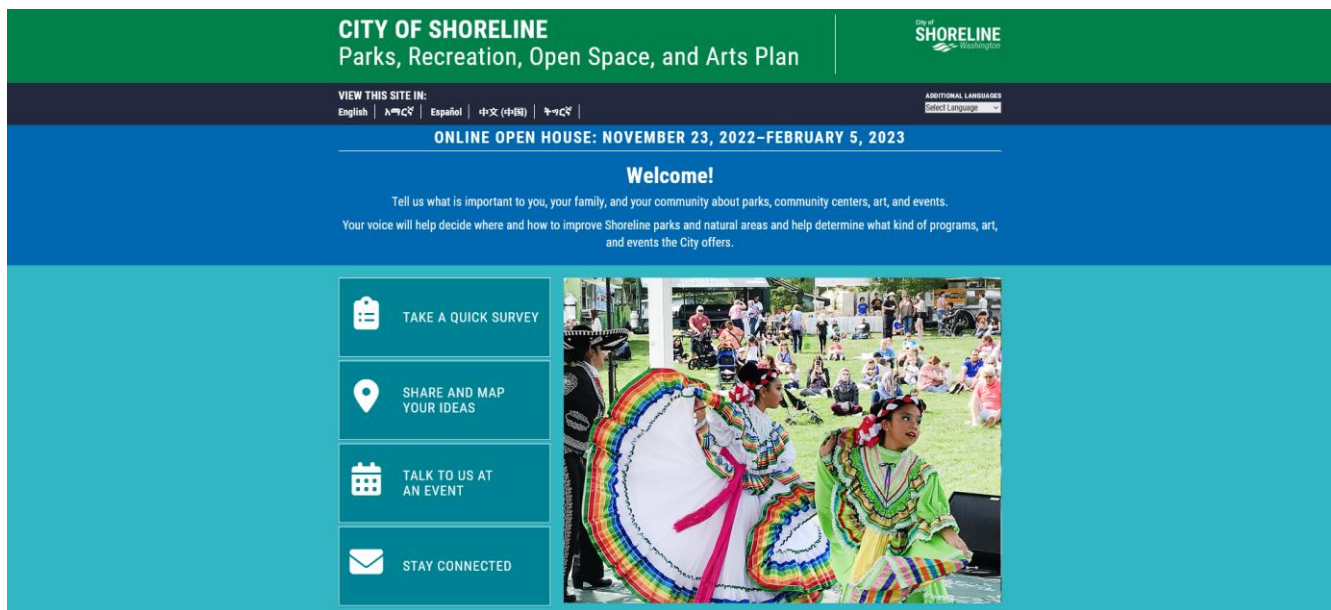


Figure 1: Screenshot of the online open house

Survey: The survey was composed of multi-choice, participatory budgeting, and Lickert scale questions asking about levels of satisfaction and importance. These questions were supplemented by a demographic survey, which asked about the respondent’s residency, racial and gender identities, and age, among other questions.

Interactive map: An interactive map collected geographic-specific information on parks, recreation, open space, and arts. Individuals could choose to place a pin on a map of Shoreline to leave comments about facility needs or programs, an art idea, or additional ideas or comments. These pins were displayed for the public and open for others to “up-vote” or “down-vote” the pins, as well as offer their own comments.



Figure 2: Online Open House Poster

The consultant team and City staff promoted the online open through multiple channels. City platforms included:

- City’s social media
- Media release (picked up by Shoreline Area News)
- *Currents* magazine
- Shoreline’s recreation guide

City staff disseminated posters and yard signs in parks and other City facilities, and the consultant team promoted the OOH at all engagement events. Additionally, City staff and the consultant team sent targeted emails to core parks and recreation contacts, including Parks, Recreation and Cultural Services/Tree Board members, informing them of the OOH and encouraging them to share it with their networks. City staff encouraged City Council members to share the information, as well.

The consultant team and City staff encouraged OOH participation in various languages through specific efforts, including directly contacting community members who speak the representative languages and asking them to share it with their networks. See Engagement Events for more information.

Results

Of the people who visited the OOH, the vast majority of people accessed the website directly, which means that most people used the QR code on the promotional materials, clicked a direct link, or entered the URL in their browsers. The City’s Facebook and websites were the second and third most common ways people navigated to the OOH.

Survey

Respondents took the survey virtually through the OOH, as well in hard copy format (see Engagement Events section for more information). A total of 795 people responded to the survey. Of those, nine people completed the survey in Amharic and 15 completed it in Tigrinya. There were no surveys completed in Spanish or Simplified Chinese. Not every respondent answered every question.



Figure 3: OOH social media graphic in Amharic

Input format	Number completed
Online	680
Hard copy	
• English	91
• Amharic	9
• Tigrinya	15
Sub-total	115
Total	795

Interactive map

Respondents placed a total of 258 pins on the interactive map. People also interacted with each other, making comments and up-voting / down-voting on existing pins.

Totals	Topic-specific pins
<ul style="list-style-type: none">• 258 pins• 1,771 up-votes• 177 down-votes	<ul style="list-style-type: none">• 1 Art Idea• 66 Facility Need comments• 179 ideas or comments• <u>12 program needs</u> 258 pins

Parks Bond Survey

From Nov. 16, 2022 to Jan. 9, 2023, surveys incorporated into the interactive map specific to the Parks Bond parks were available. These park-specific surveys engaged people on the look at feel of future upgrades to the named parks in the bond.

Findings

The consultant team provided the survey and interactive map data to the PROSA technical team for in-depth analysis. The consultant team provided the data from the park-bond specific surveys to Parks Bond team for in-depth analysis.

3. In-person Engagement Events

Purpose

The purpose of the engagement events was to meet people in places they already frequent and leverage that opportunity to engage in conversations about parks, recreation, open space, and arts and offer quick options for community members to share input. Some of these events doubled as engagement opportunities for the Parks Bond consultant team to interact with community members about specific parks and design elements.

Objectives included:

- Ensure community members understand the project’s need, scope, and schedule.
- Secure feedback from attendees and increase responses for the online open house both digitally and through print.
- Ensure attendees understand how public feedback will inform the PROSA Plan, how they can stay involved, and what the next steps are.

Format

The format of each engagement event varied and was adapted depending on the opportunity and the audience. In some cases, we worked with community partners to design events that would best fit with the partner’s constituency. In other cases, we attended a pre-existing community event and hosted a PROSA informational booth.

Events took place various locations throughout Shoreline from November 2022 through February 2023. Regardless of format, during these events, the consultant team provided information about the project and how to share input, both on the spot, by visiting the online open house, or taking a hard copy survey. The consultant team sought participants’ feedback on parks, recreational programs, open space, and arts through activities including surveys, stations with questions they could answer, and informal conversations.

Compensation

The consultant team approached compensation in different ways, depending on the engagement event and target audience. For some events, we offered incentives, such as food, refreshments, and gift card drawings, to encourage people to attend and complete hard copy surveys. For events that were co-created with community organizations, we compensated the organization for their time and support.

Results

The consultant team carried out a total of 12 engagement events, interacting with approximately 500 people. The table below summarizes the events.

Engagement event summary

Est. Participants	Event name/Priority audience	Event type	Date	Location	Summary
70	Dia de los Meurtos / Spanish-speaking residents	Tabling	11/2/2022	Spartan Recreation Center	<p>During this community event sponsored by the City of Shoreline, the consultant team used display boards, handouts, and an interactive activity to connect with people. All materials were in English and Spanish.</p> <p>During this event, the consultant team used display boards, handouts, and an interactive activity to connect with people. The consultant team also encouraged people to visit the online open house (online survey and interactive map). Project materials and surveys were available in Spanish, Simplified Chinese, Amharic and Tigrinya.</p>
70	Shoreline Holiday Farmers Market / Shoreline residents	Tabling	12/17/2022	Farmers Market	<p>The Parks Bond team also attended this event.</p> <p>This event was co-created Black Coffee NW staff as an opportunity to connect with the youth who participate in their programs. The consultant team offered food and prizes as incentives to participate. Unfortunately, there was some misunderstanding which resulted in no participants attending this event. It was structured to engage youth through art and other interactive activities. The Parks Bond team and PROSA technical team also attended this event</p>
0	Youth event / Black youth	Engagement	1/21/2023	Black Coffee NW	<p>During this event, the project team led a discussion with seven attendees focused on the types of additions and improvements they'd like to see in Shoreline's parks and recreation programs. The project team also oriented people to how to visit the online open house (online survey and interactive map) and distributed hard copy surveys.</p>
7	Senior center event / Older adults	Engagement	1/25/2023	Shoreline-Lake Forest Park Senior Center	<p>During existing program hours, the consultant team used display boards, handouts, and interactive activities to connect with people attending the program. The consultant team also encouraged people to visit the online open house (online survey and interactive map).</p>
20	Indoor playground / Families with young children	Tabling	1/27/2023	Spartan Recreation Center	

	Spartan Rec Center / Shoreline residents	Display	1/27-2/10/2023	Spartan Recreation Center	<p>Project materials and surveys were available in Spanish, Simplified Chinese, Amharic and Tigrinya.</p> <p>In coordination with Shoreline staff, the consultant team set up a stand-alone display that informed people about PROSA and encouraged them to leave comments and visit the online open house (online survey and interactive map).</p> <p>During this event, the consultant team used display boards, handouts, and an interactive activity to connect with people. The consultant team also encouraged people to visit the online open house (online survey and interactive map).</p>
200	Lantern Festival / Shoreline residents, people from the Asian community	Tabling	1/28/2023	North City Elementary School	<p>Project materials and surveys were available in Spanish, Simplified Chinese, Amharic and Tigrinya</p> <p>During this event, the consultant team used display boards, handouts, and an interactive activity to connect with people. The consultant team also encouraged people to visit the online open house (online survey and interactive map).</p>
10	Shoreline Library / People who speak languages other than English	Tabling	1/31/2023	Shoreline Library	<p>Project materials and surveys were available in Spanish, Simplified Chinese, Amharic and Tigrinya.</p> <p>This event took place during regular youth drop-in program hours. The consultant team offered interpreters, food, and prizes to encourage participation.</p> <p>Youth participants were encouraged to share their input through interactive activities and to complete hard copy surveys (and be entered into a drawing for gift cards).</p>
15	Youth and family event / BIPOC youth, immigrant families, people who speak languages other than English	Engagement	2/3/2023	Ballinger Homes	<p>Project materials and surveys were available in Spanish, Simplified Chinese, Amharic and Tigrinya, and interpreters for those languages were on site as well. The Parks Bond and PROSA Technical Teams also attended this event.</p> <p>This event took place during regular programming hours for the City's Choices program, which involves adults with intellectual disabilities. With the support of program staff, the consultant team led a discussion with 15 participants, as well as a few caregivers, about what they like about parks and recreation programs and what they'd like to see improved.</p>
15	Choices Program / People with intellectual disabilities and their caregivers	Engagement	2/7/2023	Richmond Highland Recreation Center	

15	Youth thrifting event / Teens	Tabling	2/10/2023	Richmond Highland Rec Center	<p>During this event, the consultant team used display boards, handouts, and an interactive activity to connect with youth attending the thrifting night event. Youth were encouraged to complete hard copy surveys.</p> <p>Shoreline youth recreation staff also encouraged youth participants to complete hard copy surveys during regular programming hours and used gift cards as an incentive to encourage participation.</p>
30	Canopy Scholars engagement / Families from the Horn of Africa community	Engagement	2/3-2/10/2023	Canopy Scholars	<p>This event was co-created with Canopy Scholars staff as an opportunity to connect with the families who participate in their programs. Due to the nature of the organization's programs, a running event with no specific date and time was best for them. At this "event", Canopy Scholars staff provided project information and printed surveys to students, tutors, and parents to complete during drop-off and pick-up times and were present to help answer questions and encourage discussion. Project materials and surveys were available in Amharic and Tigrinya.</p>

High-level findings

The consultant team provided event summaries, including documentation of all input that people shared, to the PROSA technical team for in-depth analysis.

Some common themes across all engagement events include:

- People generally use and value Shoreline’s parks and recreation programs, especially to enjoy nature and attend community events.
- There is immense community interest in options for water-based recreation, specifically a pool.
- People shared a variety of ideas to make parks safe and more accessible to them, their families, and their communities.

4. Additional Engagement

In addition to community engagement, the consultant team also facilitated opportunities for the Shoreline Parks, Recreation and Cultural Services/Tree Board and the Shoreline City Council to share their input.

PRCS/Tree Board

Since board meetings are held in a hybrid format, the consultant team used digital engagement tools and facilitated the discussion among board members. Board members could access the digital engagement tool for several days after the board meetings.

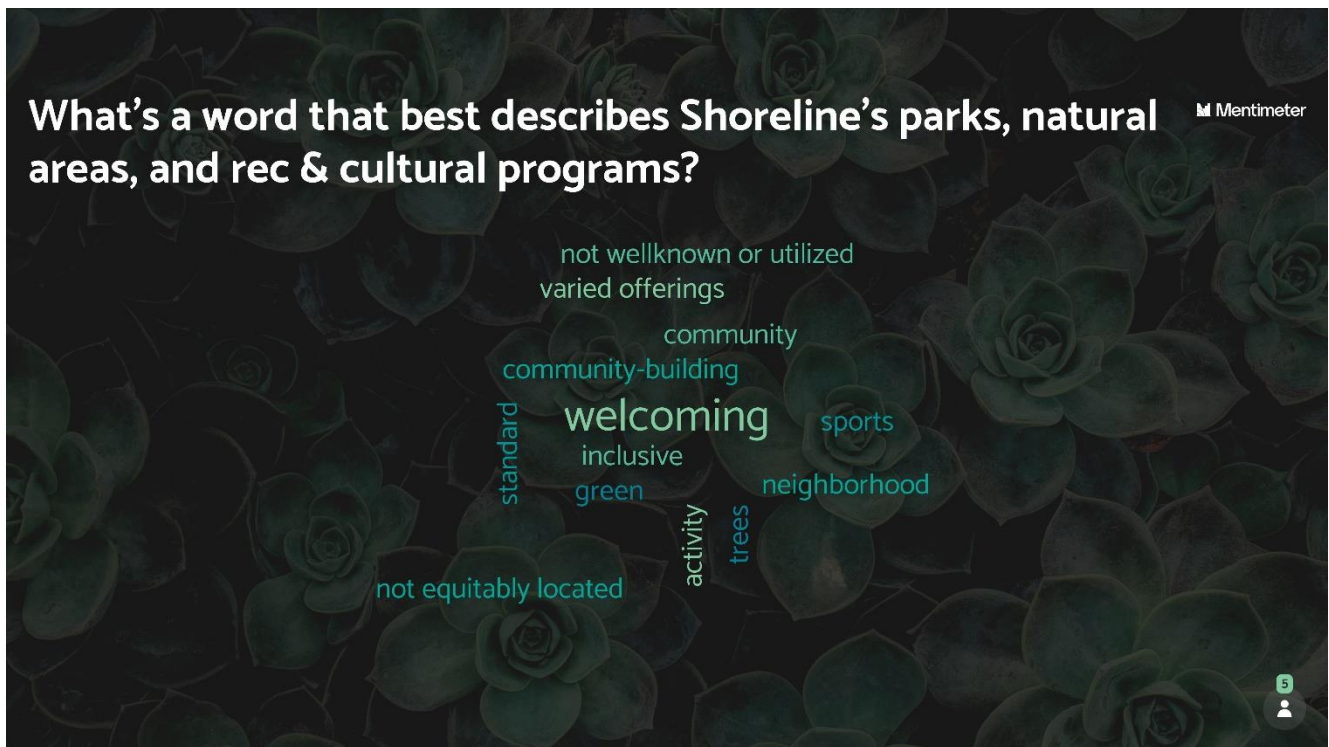


Figure 2: Board responses to online engagement activity

October 27, 2022 Meeting

The focus of this session was to reflect generally on what has been going well since the last plan (2017), what the priorities should be moving forward, and what is most important to learn from community members.

January 26, 2023 Meeting

In this session, we shared preliminary results from public engagement and discussed questions about safe, inclusive parks, ways to overcome people's barriers to enjoying parks and recreation programs, and how to balance the various needs and priorities.

Conclusions and recommendations

Through three and a half months of engagement, the consultant team compiled thousands of unique data points across all activities from about 1,300 community members. This input will be considered by the PROSA technical team and City staff when making decisions about needs and priorities for the future.

Through these efforts, the consultant team and City staff saw some successes, including:

- Successfully offered meaningful and multiple opportunities for Shoreline community members to engage and participate. On multiple occasions, the consultant team heard from members of the public that they were encouraged that the City seemed to be carrying out engagement differently than in the past.
- The interactive map that was part of the online open house became a quick and easy way for people to provide input. With 1,948 up and down votes across 258 pins, people were clearly using the interactive map to interact with each other, as well.
- Compensating community members and non-profit organizations for their time, expertise, and assistance was an important aspect of targeted outreach and built goodwill for long-term relationships with the City. Many people expressed interest in continuing to be involved in other City efforts, such as the Comp Plan.
- *Currents* is a useful outreach tool that was frequently cited as one of the top ways for people to learn about what's happening in the city.
- There was a good geographic and age range of people who engaged in this process.
- Throughout the process, the consultant team sought to coordinate with other City departments and projects and leverage touch points with the community to reduce 'engagement fatigue' for community members.

Some challenges included:

- The project timeline was an on-going challenge that affected the effectiveness of engagement strategy in several ways:
 - Due to timeline constraints, there was less capacity to build new relationships and less ability to refine and customize engagement to key audiences. However, for those community contacts who had a greater level of involvement in this effort, they deepened their relationships with City staff and expressed interest in continuing to be involved in future City efforts.
 - Some engagement events couldn't have the necessary lead-up time to draw significant participation despite using inclusionary tactics, such as building on existing community meetings, events or programs, offering compensation and food, ensuring language access, and locating and timing events conveniently.
- The online open house, survey, and interactive map was vetted by City staff, but after it was live for several weeks, the consultant team received feedback that a couple of newly acquired properties were

not labeled properly on the base map. Although there were still some pins concerning those properties, this may have translated to fewer comments on those sites.

From this experience, there are some lessons learned, reflections, and recommendations for the City of Shoreline to consider moving forward:

- *Equitable engagement is about more than just process equity or equitable engagement:* Staff should take time early on to understand what equitable outcomes look like from a policy decision or project and then map out the connection between engagement and outreach efforts and achieving those outcomes.
- *Relationship-building takes time, persistence and flexibility, especially with people and organizations who have not been previously involved in City efforts or who historically have been left out of decision-making.* This requires thoughtful and persistent outreach efforts, leveraging community liaisons and organizations, and investing time and resources into building deeper relationships. This can mean:
 - Being open to learning what is important to community members, even if it involves topics outside of the project scope.
 - Ensuring time to reflect on and alter engagement approaches mid-stream so they can better fit community context. For example, analyzing the interactive map and demographic responses to the survey to see what voices are missing or what areas of the city aren't represented and re-focusing engagement there.
 - Applying a relational, not transactional mindset, so it is imperative to define how community relationships will be sustained beyond a specific project.

Appendices

- A. Constituent conversations
 - a. Stakeholder list
 - b. Meeting summaries

- B. Online open house and survey
 - a. Content
 - i. English
 - ii. Amharic
 - iii. Simplified Chinese
 - iv. Spanish
 - v. Tigrinya
 - b. Survey questions
 - i. English
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 - c. Promotional materials
 - i. Poster
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 - iv. News release
 - v. Social media posts
 - 1. Twitter
 - 2. Facebook
 - vi. Translated social media posts
 - 1. Amharic
 - 2. Simplified Chinese
 - 3. Tigrinya
 - 4. Spanish
 - vii. Promo kit for partners