



# One Seattle Comprehensive Plan **Community Engagement**

Seattle City Council – Land Use Committee  
May 11, 2022



# Seattle's Comprehensive Plan

Our vision for how we grow and invest in our community over the next 20 years.

Informed by four core values:

---

**Race and  
Social Equity**

---

**Environmental  
Stewardship**

---

**Community**

---

**Economic Opportunity  
and Security**

# Plan Elements guide many City actions



Growth Strategy\*

Land Use\*

Transportation\*

Housing\*

Capital Facilities\*

Utilities\*

Economic Development\*

Shorelines\*

Container Port\*

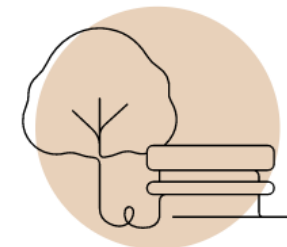
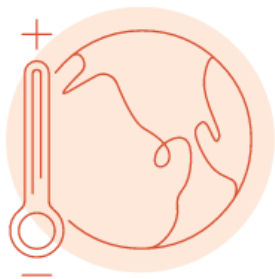
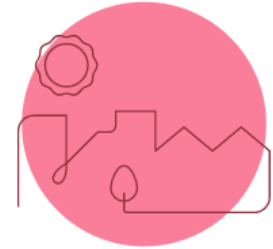
Environment

Parks and Open Space\*

Arts and Culture

Community Well-being

Community Involvement



\* Required by the Growth Management Act (GMA)

# A Major Plan Update

- The Comprehensive Plan is updated every 8-10 years
- Our current plan, *Seattle 2035*, was completed in 2016
- City will adopt a new plan in 2024
- *One Seattle Plan*
  - Public launch March 2022
  - Two-year process grounded in community engagement
  - A new vision to guide growth and investments through 2044



# One Seattle Plan will respond to major challenges

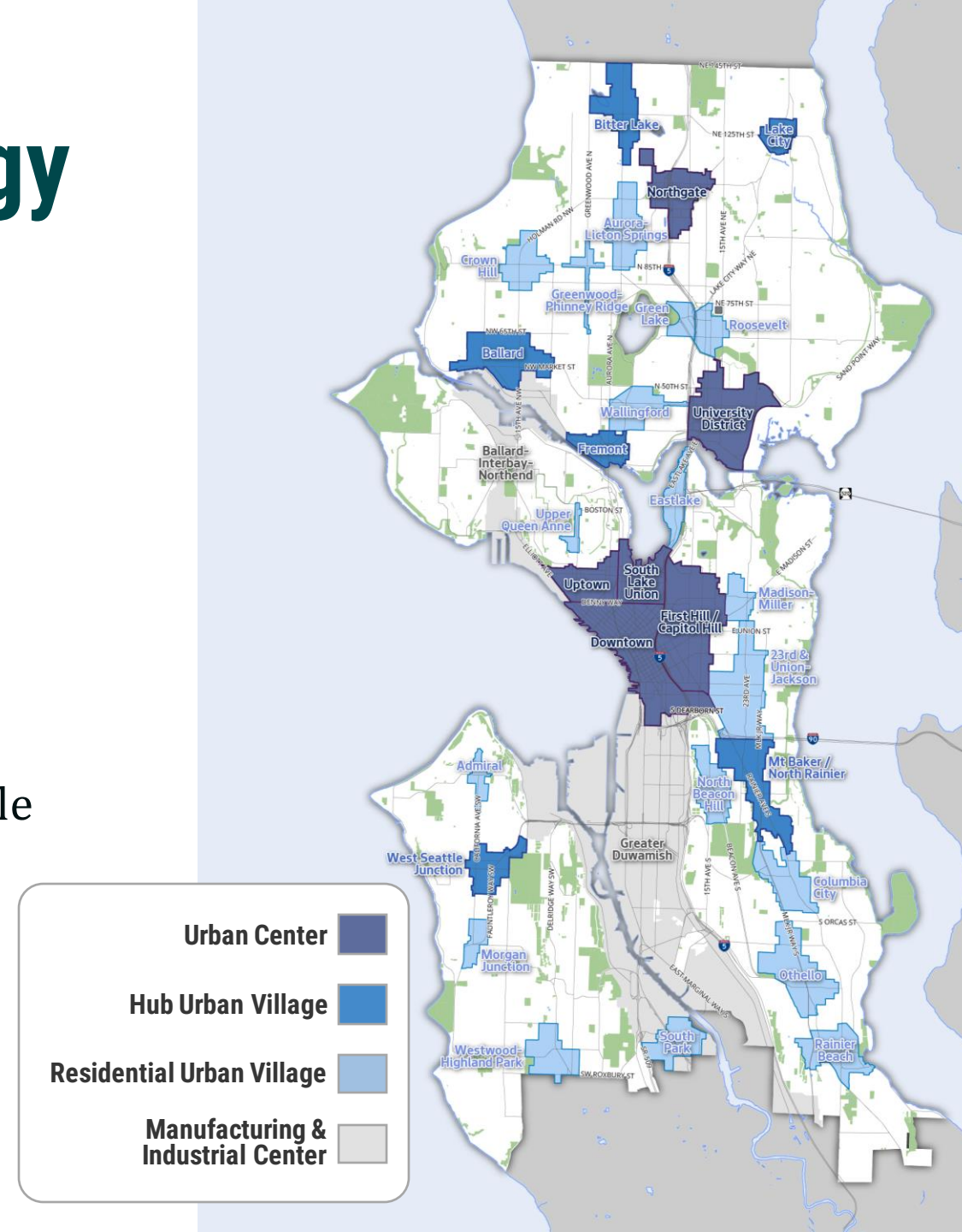
The Plan update will address several major challenges for our communities and Seattle as a whole, including:

- Racial inequities, past and current
- Housing costs
- Displacement pressures
- Climate change and resilience
- Investments to meet existing and future community needs



# Updating the Growth Strategy

- Urban Village strategy since 1994
- Focuses most growth in compact, walkable, mixed-use neighborhoods linked by transit
- Outside urban villages predominantly single-family homes
- Racial Equity Analysis (2021) highlighted history of racial segregation and exclusion
- Looking ahead, Seattle will approach 1 million people in coming decades
- Update will explore new ideas for where and how we grow, to be a more equitable, affordable, and sustainable city



# Community Engagement Goals

- Effective communication
  - Meaningful, relevant
  - Plain talk and graphics
  - Multiple channels and platforms (virtual & in-person)
  - Accessible and multi-lingual
- Meaningful engagement
  - Interaction and co-creation
    - Community-Based Organizations
    - Community Liaisons
  - Transparency, responsiveness, and accountability
    - Public Participation Plan available to general public
    - Virtual engagement timeline connects engagement outcomes to policy development
    - Racial Equity Toolkit



# Who we will reach

## **Prioritize resources to engage with:**

- ✓ BIPOC communities
- ✓ Limited-English populations
- ✓ Youth
- ✓ Renters
- ✓ LGBTQ community
- ✓ People with disabilities
- ✓ Low-income populations
- ✓ People experiencing homelessness

---

## **We will also engage with:**

- City boards and commissions
- Public agencies
- Cultural organizations
- Policy advocates
- Community-based organizations
- Small business owners
- Renters & property owners
- Builders & developers
- General public



# Community Engagement Phases



# Community Based Organization (CBO) Partners

- Partnerships with 5 CBOs for engagement in underserved communities
  - 12-month contracts at \$30K each
  - Each engagement workplan reflects & responds to the unique communication needs of its community
  - Outreach centers equity in the engagement process
- **Khmer Community of Seattle/King County**  
Southeast Seattle, White Center, Highland Park
  - **Duwamish Valley Sustainability Association**  
South Park, Georgetown
  - **Estelita's Library**  
Central District, Beacon Hill
  - **Asian Pacific American Labor Alliance (APALA)**  
Beacon Hill, Downtown Seattle, Capitol Hill, First Hill, South Seattle, Central District, Ballard, Northgate, Greenlake, University District, Skyway & Displaced Residents Commuting to Seattle
  - **Capitol Hill EcoDistrict**  
Capitol Hill, Central District, First Hill

# CBO Engagement Partners 2022 Engagement Activities

## SPRING

- Surveys
- 1:1 interviews
- Creative art engagement
  - Community murals
  - Graphic design
  - Maps
  - Dance & music
  - Spoken word/storytelling
  - Photography & video
  - Virtual reality simulations
- Video
- Social media
- Small group discussions

## SUMMER

## FALL

- Workshops
- Weeklong youth seminar
- Teach-ins
- Virtual town halls
- Walking tours
- Presentations at neighborhood and professional organizations
- Tabling at community events
- Pop ups & 3rd place outreach
- Collaborations with Community Liaisons & other CBOs

## WINTER

# 2022 Community Liaison Engagement Cohort


MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
Outreach to Inform Community & Administer Surveys						Convene & Facilitate Community Discussions	

## CL Cohort: Languages Spoken & Communities Engaged

- Somali
- Amharic/Oromo
- Unhoused
- Latinx
- Urban Indigenous
- African American
- Vietnamese
- Mandarin
- Seniors & People with Disabilities
- Cham

# Project Website

- Background information
- Project documents
- Element & Issue Briefs
- Background Report
- Public Participation Plan



Get Involved

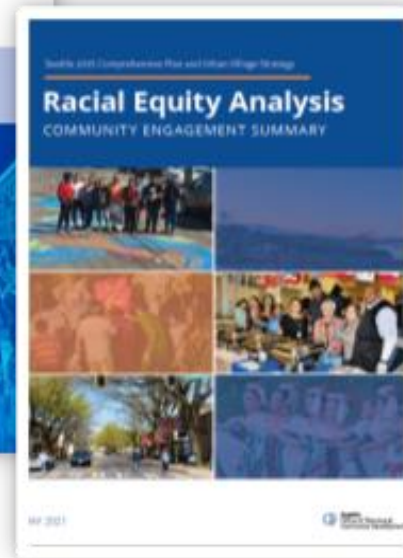
Project Documents

Background

## One Seattle Plan

### Seattle Comprehensive Plan major update: how we will grow and invest in community.

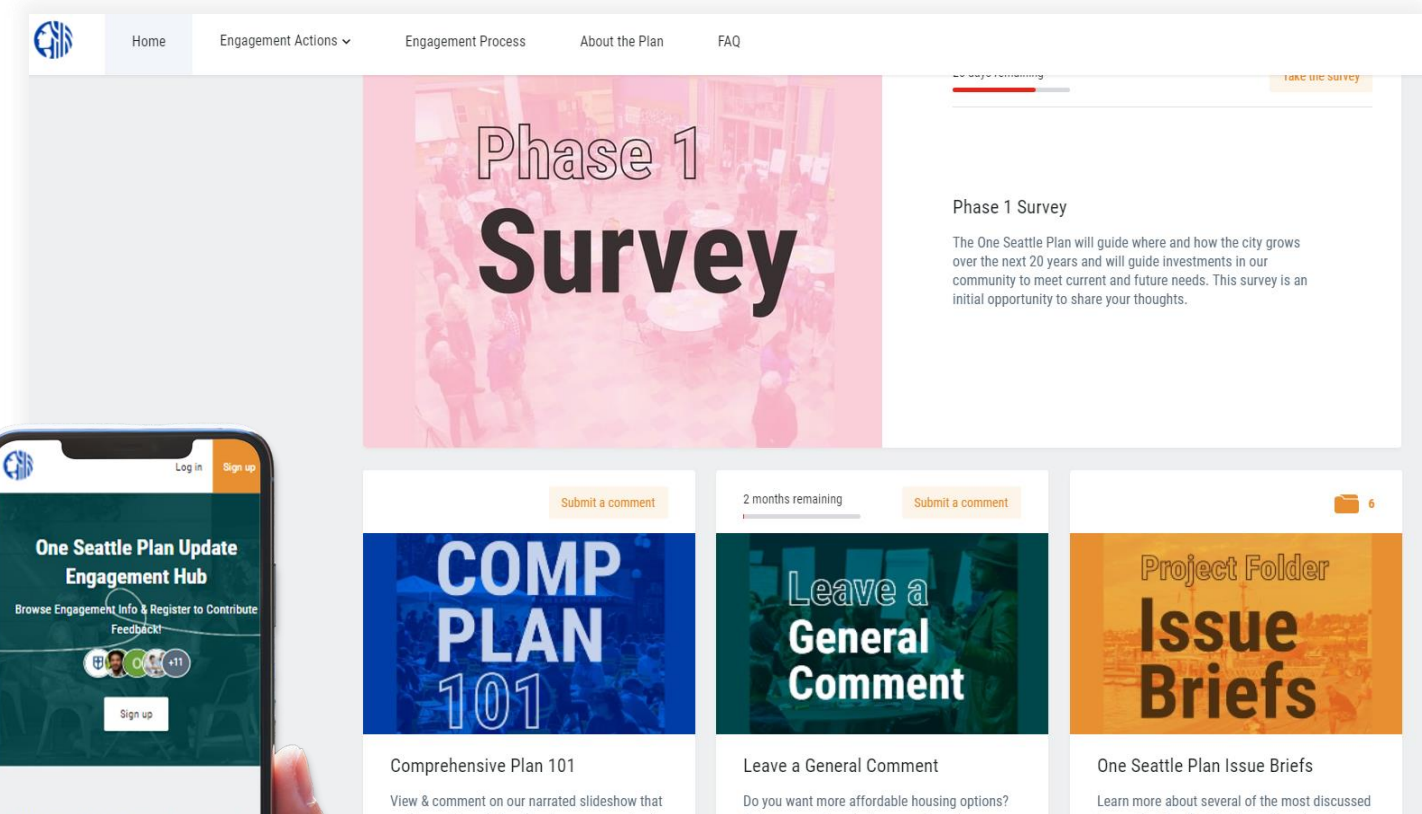
The updated Seattle Comprehensive Plan will guide City decisions about where we locate housing and jobs, and where and how we invest in transportation, utilities, parks, and other public assets. Our goal is to make the city more equitable, livable, sustainable, and resilient for today's communities and future residents.



# One Seattle Plan Engagement Hub

## Engagement Hub supports:

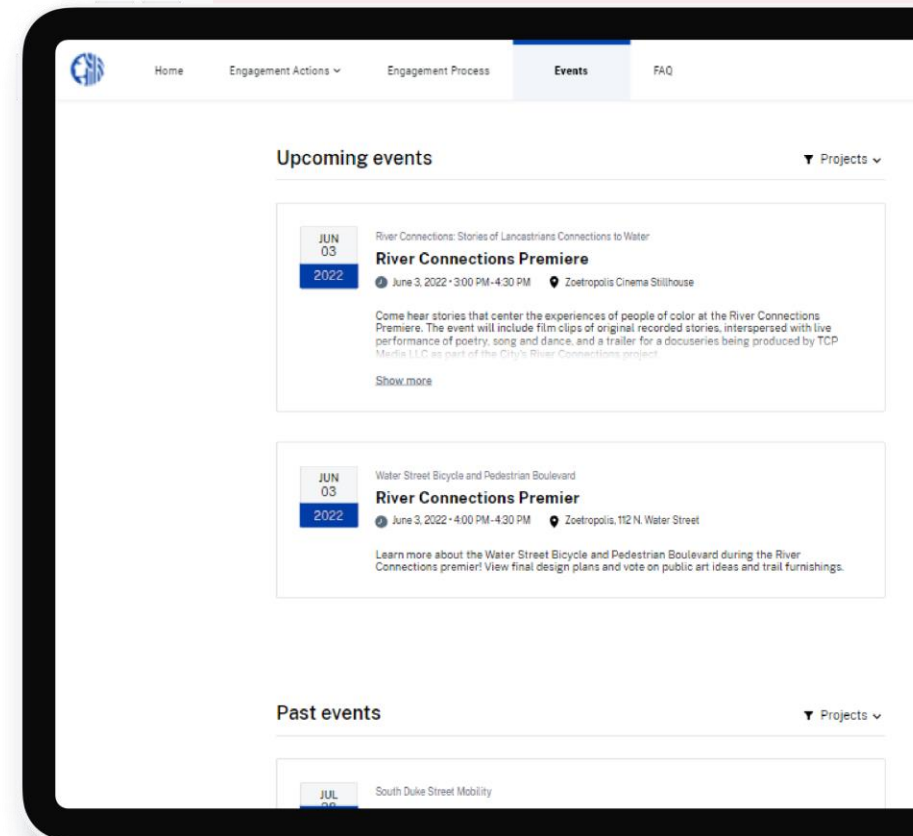
- Surveying & polling
- Workshops & community discussions
- Live & recorded panels
- Issue Briefs & Comp Plan 101 video
- Mapping exercises
- Interactive comment periods
- Full website translation into Tier 1 languages
- Periodic engagement report outs



[engage.onesattleplan.com](https://engage.onesattleplan.com)

# Hosted on the Engagement Hub

- Information and opportunities to comment on scoping for EIS (summer 2022)
- Presentations, webinar panels, community conversations in 2022
  - **May: Centering Racial Equity in the One Seattle Plan**
  - **June: Climate and Environment**
  - **July: Healthy, Resilient Communities**
  - **August: Transportation**
  - **September: Housing and Displacement**
  - **Others TBD**
- Report outs from work of CBOs and CLs (2022/2023)
- Open houses during public comment periods (2023)
- Engagement focused on zoning proposals (2023)



# Initial Public Survey: 1600 responses

## YOUR VISION

**If our Comprehensive Plan were successful, how would Seattle be different in 20 years?**

“Cultural spaces, public spaces, and green spaces proliferated. There were meaningful buffers between residents and heavy industry, and residents could move in and between neighborhoods without needing a car.”

“Downtown would work and cater to residents of all ages and incomes.”

“We would be a beacon of low-carbon living, successfully taking in refugees from impacted areas and having them thrive here, along with existing residents.”

“I’d be able to buy a house (or townhouse, or some other sort of dwelling). My neighborhood would be more socioeconomically and racially diverse.”



# Initial Public Survey

## YOUR VISION

**If our Comprehensive Plan were successful, how would Seattle be different in 20 years?**

“Seattle is no longer a car-reliant city. 90% of people commute via public transport or biking/scootering/walking.”

“It would be open & welcoming to all. Clean spaces, clean air, accessible for all types of mobility & friendly with affordability the most important thing.”

“Middle income people could buy market rate housing, and there would be enough subsidized housing for low-income earners. Homelessness would be rare and short term.”

“Impacted communities would have a voice in policy making. Seattleites would all sacrifice something for the greater good of all community members.”

“A high proportion of commercial space would be used \*and owned\* by local, family-owned businesses.”

# Language Access

- Engagement Hub features full-site translations (all Tier 1 languages)
- Translation of plain-language Issue Briefs on major topics (all Tier 1 languages)
- DON Community Liaisons conducting in-language outreach (Somali, Amharic, Oromo, Spanish, Indigenous Languages, Vietnamese, Chinese [Mandarin, Cantonese], Cham)
- Community-based organizations developing in-language events & translated materials as needed



# Boards and Commissions

## Fall '21 to Spring '22 Presentations + Q&A with:

- Equitable Development Initiative Advisory Board
- Green New Deal Oversight Board
- Seattle Human Rights Commission
- Seattle Arts Commission
- Seattle Bicycle Advisory Board
- Seattle Disability Commission
- Seattle Freight Advisory Board
- Seattle Immigrant and Refugee Commission
- Seattle-King County Advisory Council for Aging & Disability
- Seattle LGBTQ Commission
- Seattle Board of Parks & Recreation Commission
- Seattle Pedestrian Advisory Board
- Seattle Planning Commission
- Seattle School Traffic Safety Commission
- Seattle Transit Advisory Board
- Seattle Women's Commission
- Seattle Youth Commission
- Urban Forestry Commission

## Summer '22 Updates and Opportunities for Input from:

- All groups above
- Community Technology Advisory Board
- Mayor's Council on African American Elders
- Seattle Housing Authority Board
- Seattle Renter's Commission

# Outreach to Community Stakeholder Groups

- Neighborhood and citywide groups
  - Issue-based
  - Community-based
  - Advocacy
- Existing knowledge base around both the technical aspects & quality of life implications of the Plan Update.
- Build upon or foster relationships to gain feedback and insights on the Plan's policies and issue areas
- Prioritize engagement with groups that:
  - Are BIPOC-led, or serving BIPOC & other under-represented populations
  - Have not been well-represented in previous Plans
- Deep engagement through presentations, invitations to participate in monthly panels & in community conversations hosted on Engagement Hub



Questions?