

Community Engagement Final Report

Outreach at a Glance

2013 – 2015



Seattle is growing and changing. Seattle 2035 is a citywide conversation to refresh our vision for what we want Seattle to be, and create a 20-year guide for Seattle’s future.

Over the past two years, we’ve worked hard to learn more about what you want Seattle to be in 20 years. Seattle 2035 facilitated a robust conversation about our future and how we should grow. To share information and hear your thoughts, we hosted public meetings and events, conducted in-person and online surveys, created online tools for discussion and feedback, provided briefings to local community organizations, staffed information tables at community events, sent out several emails, and created a dedicated website and social media.

What we heard

Through our public outreach efforts, you told us that you want more affordable housing, better transportation options, and more parks and open space. You also told us that it is important that the City make sure we have the necessary infrastructure in place to support growth and maintain our quality of life.



Seattle 2035 – What we did

In-Person Events

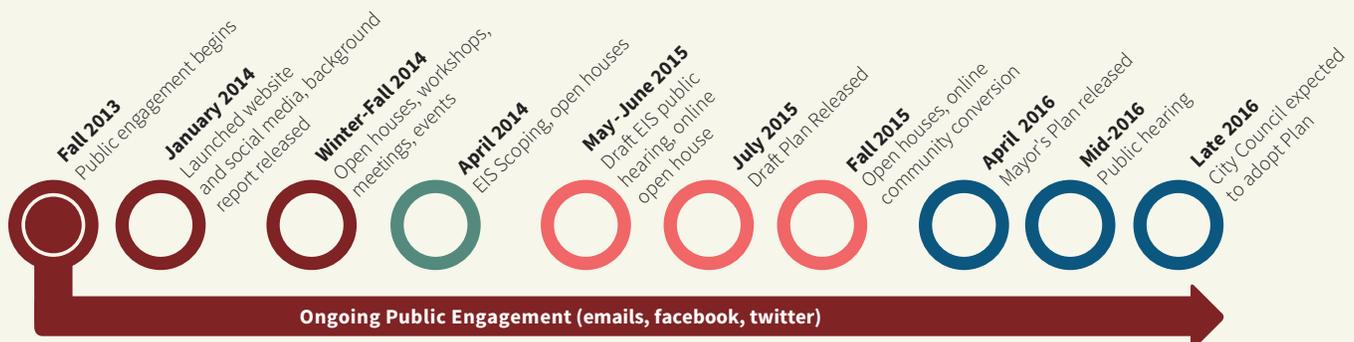
- Approximately **2,600 people** met with us in-person
- Hosted **23 public meetings**
- Provided information at an additional 21 public events
- Had **34 presentations and meetings** with stakeholder organizations

Online

- **1,093 fans** followed our Facebook page
- Gained **761 followers** on Twitter
- **2,650 people** subscribed to emails
- **24,600 people** viewed our website
- **4,766 people** participated in an online open house and **412 people** participated in an online community on Consider.IT to gather feedback on the Draft EIS and Draft Plan

Feedback

- Gathered over **1,900 comments** online and in-person
- Provided **6 surveys** and received **2,164 survey responses**.



Who we talked to

In addition to reaching out to the broader public, Seattle 2035 sought to engage audiences that do not typically attend a public meeting. It was important we hear from them to ensure that our plan for the next 20 years is inclusive, equitable and accounts for future needs and trends.

Millennial Generation

Today, 25–34 year olds are Seattle’s largest population age group age and will assume leadership over the lifespan of the Plan.

Traditionally Under-Represented Populations

Low-income, minority, and limited-English proficient populations will increase significantly over the next 20 years.

Parents of Young and School-Aged Children

Parents of young and school-age children have a strong investment in ensuring high-quality schools, public services and recreational opportunities for Seattle’s next generation.

Seattle Planning Commission

A very important source of public input is the Seattle Planning Commission (SPC). This 16-member volunteer body advises the Mayor, City Council and City departments on broad planning goals, policies and plans for the physical development of the City. As stewards of the Comprehensive Plan, SPC worked closely with key city staff over the last two years to identify issues, review drafts and make recommendations for the Seattle 2035 Draft Plan. SPC dedicated some 28 meetings to deliberate on Seattle 2035. They provided invaluable advice, especially about the integration of land use and transit—a planning concept they named “transit communities.” SPC has been staunch advocate for community outreach and engagement, especially for marginalized communities, throughout the process. For more information about SPC go to www.seattle.gov/planningcommission.



Thank you to the many organizations who helped us spread the word and encouraged their members and readers to get involved.

23rd Ave Action Community Team	GetEngaged/PugetSoundOff/YMCA	Rainier Beach Action Coalition	Sightline
Africatown	Impact Capital/ Equity Network	Seattle Chinatown International District Preservation and Development Authority	Solid Ground
American Institute of Architects	InterIm CDA	Seattle Architecture Foundation	Southeast Seattle Communities of Opportunity
APA Puget Sound	International District Housing Alliance	Seattle Art Museum	Sustainable Seattle
Cascade Bicycle Club	Leadership Tomorrow	Seattle Chamber	The Urbanist
Chuck Wolfe	League of Women Voters	Seattle City Club	Transportation Choices Coalition
City Neighborhood Council	Multicultural Community Center Coalition	Seattle Design Nerds	Urban Land Institute Young Professionals
Design in Public	Neighborhood District Councils	Seattle/King County Housing Development Consortium	Urban Land Institute Northwest
Downtown Seattle Association	Northwest Universal Design Council	Seattle Neighborhood Greenways	UW College of Built Environments
Downtown Seattle Families	One America	Seattle Parks Foundation	Washington Bus
El Centro de la Raza	PechaKucha	Seattle Planning Commission	Young Professionals in Transportation
Feet First	Puget Sound Sage	Seattle Public Library	
Forterra	Race and Social Equity Community Leaders	Seattle Tech Meetup	
Friends of Waterfront Seattle		Seattle Transit Blog	
Futurewise			
Geekwire			