

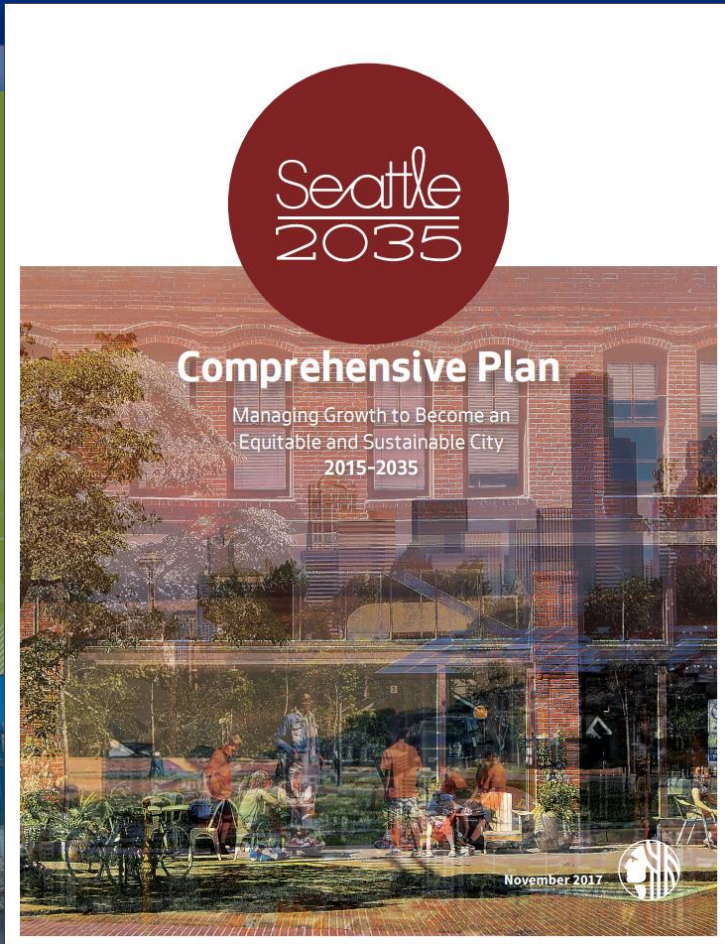
Comprehensive Plan Update Overview of Community Engagement Plan

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Briefing for Land Use and Neighborhoods Committee, Seattle City Council



Updating Seattle's Comprehensive Plan



A 20-year plan to guide how our city grows and makes investments for a more **equitable** and **resilient** future

Informed by our values

Shaped by broad and deep community engagement

Next update due in 2024

- Today: Sharing OPCD's proposed plans for community engagement, as required for proviso lift

Our goals for community engagement

Citywide and neighborhood level

Centering race and equity

- Prioritize marginalized communities
- Capacity building

Effective communication

- Meaningful, relevant
- Plain talk and graphics
- Multiple channels
- Accessible and multi-lingual

Meaningful engagement

- Interaction and co-creation
- Transparency, responsiveness, and accountability

Who we will engage in planning process

Prioritize resources to engage with:

- ✓ Black, Indigenous, and People of Color communities
- ✓ Limited-English populations
- ✓ LGBTQ community
- ✓ People with disabilities

We will also engage with:

- General public
- Youth (under 18)
- Seniors (over 65)
- Parents of young children
- Renters
- City boards and commissions
- Cultural organizations
- Community-based organizations
- Business associations
- Small business owners
- Property owners
- Builders and developers
- Public agencies
- Policy advocates

How we will prioritize limited resources

- \$150,000 total community engagement budget for 3-year project
- OPCD staff with expertise in long-range planning and communications

\$150K prioritized for equitable engagement, including:

- Assistance from CBOs
- Community Liaisons
- Translation/interpretation
- Additional supports for community involvement

Community engagement needs supported by OPCD staff include:

- Materials, graphics, online
- Citywide outreach
- Meetings and events
- Media
- Analysis, processing comments, reporting out

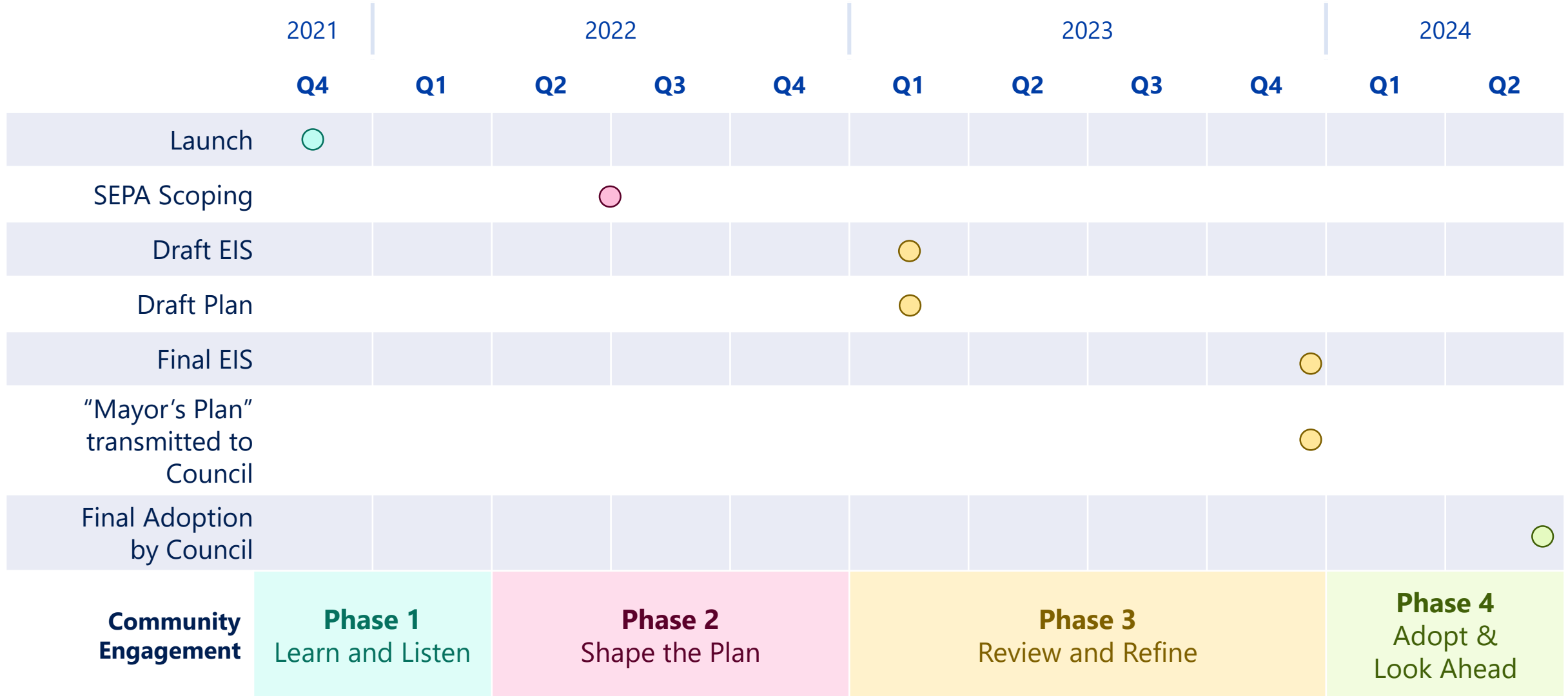
Partnerships and coordination

- External organizations
 - Community and stakeholder groups
 - Public agencies
 - Cultural and educational institutions
- City departments
 - Dept. of Neighborhoods and Office of Civil Rights
 - Coordination with other planning initiatives, e.g., Seattle transportation plan (SDOT)
- Connect with other OPCD initiatives
 - Station area planning for ST3
 - Equitable Development Initiative
 - Industrial and Maritime Strategy

Our approach will be flexible and responsive

- Reaching community during COVID-19 pandemic
 - Flexibility to engage in online and in-person modes
 - Lessons learned from remote engagement in 2020-21
- Continuous learning and improvement
 - Listen to community about what works/doesn't work
 - Meeting people where they are
 - Looping back – Lessons learned in each project phase

Timeline for Comp Plan Update Engagement



Overview of Outreach Phases

Phase	Objectives	Activities
1 Learn and Listen Fall 2021-Spring 2022	<ul style="list-style-type: none"> • Raise awareness and begin citywide discussion • Establish internal and external partnerships • Refine community engagement plan • Initiate Racial Equity Toolkit 	<ul style="list-style-type: none"> • Launch website/branding/public materials • Outreach to boards and commissions/other stakeholders • Community Liaison cohort • CBO contracts
2 Shaping the Plan Spring – Fall 2022	<ul style="list-style-type: none"> • Engage general public and marginalized communities around growth strategy and plan elements 	<ul style="list-style-type: none"> • Interactive web platform • Focus groups/workshops/community mtgs • SEPA scoping meetings • Continue partnerships on RET
3 Review & Refine Winter – Fall 2023	<ul style="list-style-type: none"> • Engage public on Draft Plan and Draft EIS with meaningful opportunities for input • Sustain capacity for marginalized communities to shape final plan 	<ul style="list-style-type: none"> • Outreach to media, communities, & stakeholders • Open houses and neighborhood outreach • Continue partnerships on RET • Comment periods for Draft EIS & Draft Plan
4 Adopt & Look Ahead Winter – Spring 2024	<ul style="list-style-type: none"> • Support capacity of communities to engage with Council process • Implementation activities once Plan is adopted 	<ul style="list-style-type: none"> • Public hearings for Council adoption • Disseminate information



Elements of the Racial Equity Toolkit

Involve Stakeholders

- EDI Advisory Board
- Community dialogues, workshops
- BIPOC focus in broader engagement for Comp Plan
- Support from Community Liaisons and CBOs

Analyze data

- Builds on Racial Equity Analysis and EDMP
- Update displacement and opportunity mapping
- Background report
- Community-based research

Define outcomes

- Address racial disparities across range of outcomes
- Meaningful, measurable
- Make connection to Comp Plan strategy and policies

Determine benefits & burdens

- Builds on REA
- Informs growth strategy and scoping for EIS

Advance opportunity, minimize harm

- Advance a racially equitable growth strategy
- Identify CP policies and implementing actions

Evaluate and be accountable

- Final Plan accountable to RET process
- Monitor outcomes post adoption



Next steps

- Fall 2021 – Begin Phase 1
 - Initiate RET with EDI Advisory Board
 - Develop agreements with CBOs (with SDOT)
 - Initial contact with City boards and commissions and other stakeholders
 - Establish MOA with DON for Community Liaison support
 - Launch preliminary webpage and early public facing materials
 - Establish interdepartmental City team for Project
 - Other early engagement opportunities



The background is a blue-tinted photograph of a city street. On the left, there are several multi-story buildings with many windows. In the center, a streetcar is visible on the tracks. The overall scene is a typical urban street view.

Thank you.
Questions?