



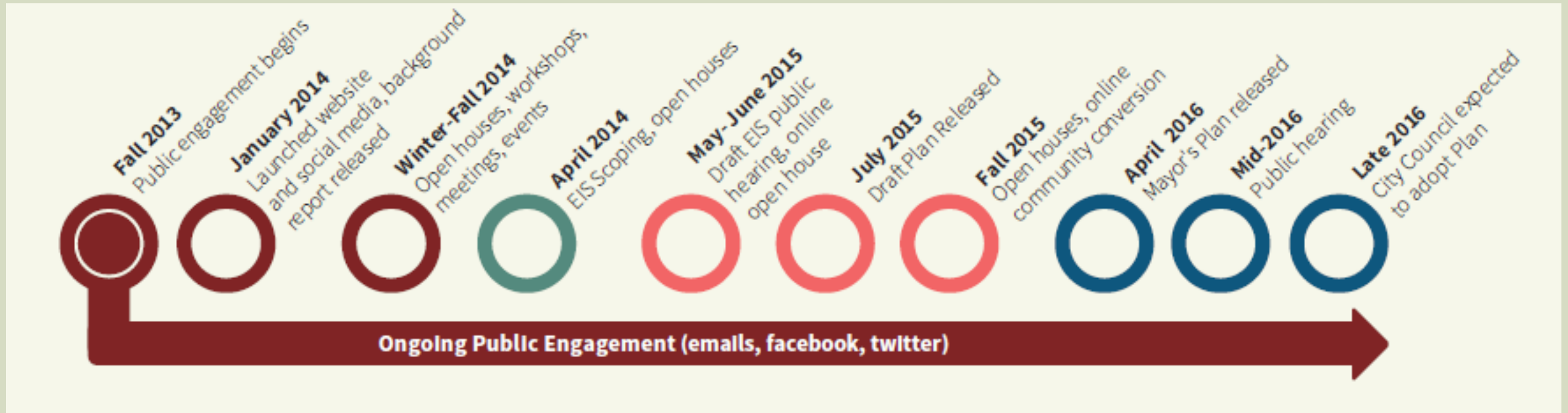
Community Outreach and Engagement



Agenda

- Overview
- What We Did
 - In Person
 - Online
 - Underserved Communities
- Other Strategies
- What We Heard
- Lessons Learned

Timeline



Public Engagement Goals

- Boost the quality and quantity of engagement.
- Promote understanding of the plan's purpose, need and process.
- Involve people early and throughout the process.
- Incorporate input.
- Reflect community's values and aspirations.
- Improve the involvement of hard-to-reach audiences.
- Make the process accessible and engaging.

By the numbers...

In-Person

- Met 2,600+ people in-person
- Hosted 23 public hearings, open houses and other events
- Gave presentations at 32 stakeholder gatherings
- Supported 9 POEL meetings in historically under-represented communities
- Briefings for Seattle Planning Commission, other commissions and City Council

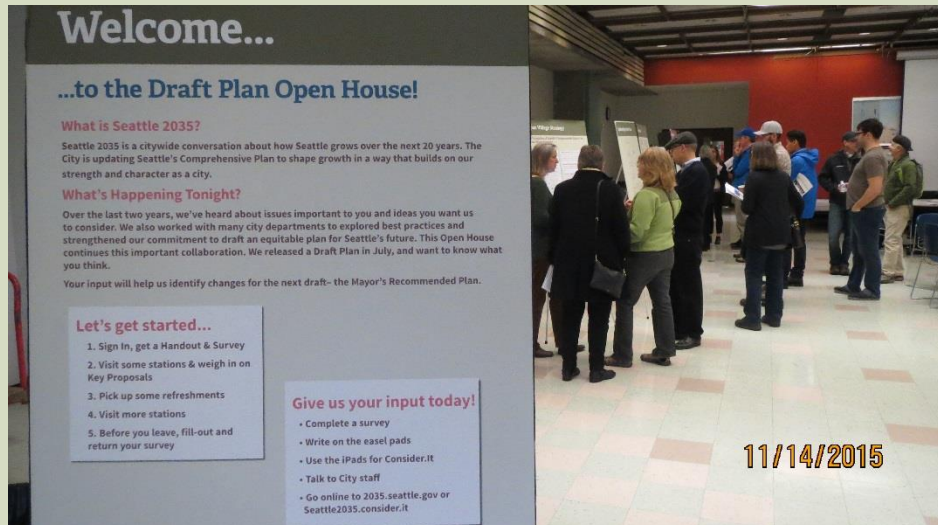
Online

- 2,400+ people joined email list
- 1,000+ Facebook fans
- 760+ Twitter followers
- 4,700+ people visited the Draft EIS Online Open House
- 410+ people participated in the Draft Plan Online Community Conversation
- 1,900+ comments
- 6 surveys and 2,100+ responses

In-Person Events

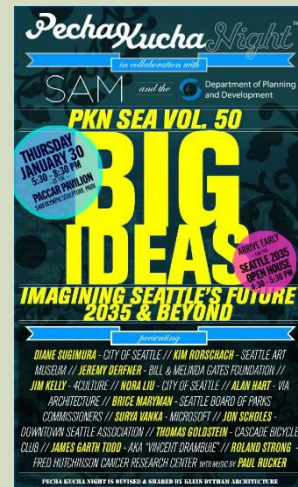


Public Hearings & Open Houses



- **Scoping EIS (Spring 2014)**
 - 1 Public Hearing
 - 5 Open Houses
- **Industrial Land (March 2015)**
 - 3 Open Houses
- **Draft EIS (June 2015)**
 - 1 Public Hearing (with simulcast)
- **Draft Plan (Oct/Nov 2015)**
 - 5 Open Houses

Open House + Event



- Pecha Kucha Seattle
- Seattle Art Museum
- Seattle Central Library
- UW School of Built Environment
- Seattle Design Festival
- MOHAI
- King County

A Different Kind of Open House: Key Directions (June 2014)

Key Directions
for Seattle's Comprehensive Plan

Seattle
2035
YOUR CITY, YOUR FUTURE

Prizes • Food Trucks • Community

Much of Seattle's Comprehensive Plan is headed in the right direction, but we need your ideas and feedback on the **Key Directions** for the updated Plan. Don't miss this chance to be a part of Seattle's future.
Learn more and register at 2035.seattle.gov

Tuesday, June 24
5:30 – 8:00 PM

Seattle Center
Next 50 Pavilion
(North of the Monorail)



- Make it fun
- Make it interactive
- Involve other city staff – IDT, Get Engaged, Planning Commission
- Thank people for coming



Go Where People Are – Tabling!!



Seattle Public Library

Sightline

Futurewise

GreenDrinks

SDOT

Seattle Chamber

PSRC Equity Summit

Multicultural Center

Office of Arts & Culture

MOHAI

Downtown Seattle

Association

Cascade Bicycle Club

PSRC Growing Transit
Communities

Office of Housing

Seattle Parks &
Recreation

Uptown Alliance

Youth Summit

Stakeholder Presentations, Briefings & Meetings

- Seattle Planning Commission
- City Council
- Neighborhood District Councils
- Boards & Commissions
- Urban Land Institute
- Seattle Chamber of Commerce
- Transportation Choices
- City Club

Special Topic Events



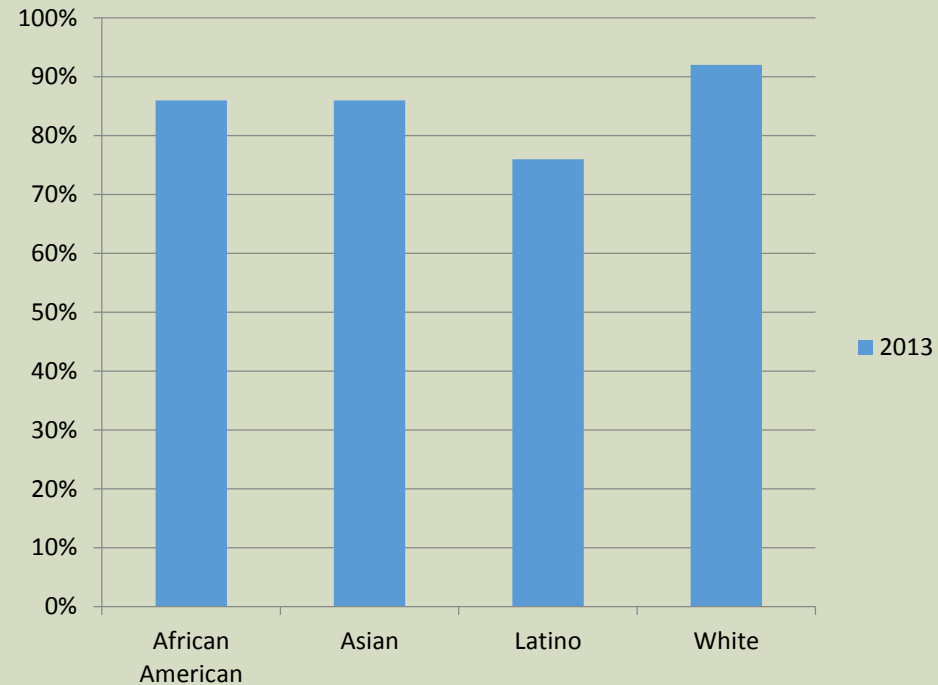
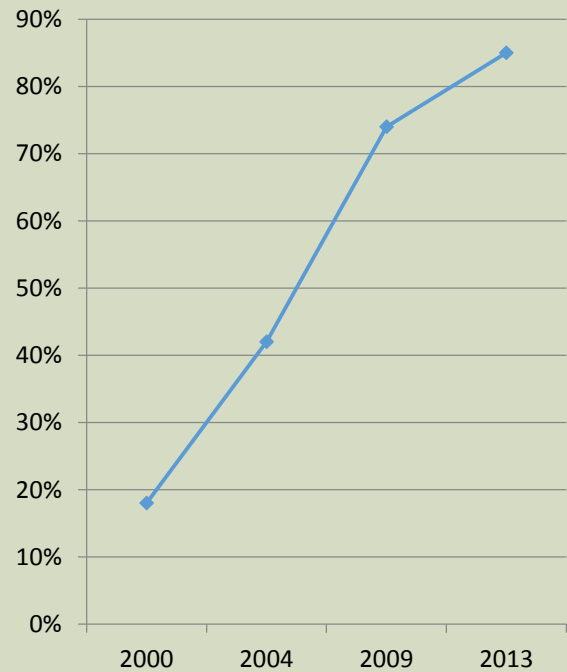
- Development Capacity Workshop (Sept 2014)
- Community Engagement Roundtable (Jan 2015)
- Sustainable Seattle Neighborhood Project Presentation (Jan 2015)
- Equitable Development Presentations (Sept 2014, Sept 2015, Dec 2015)



Online Engagement



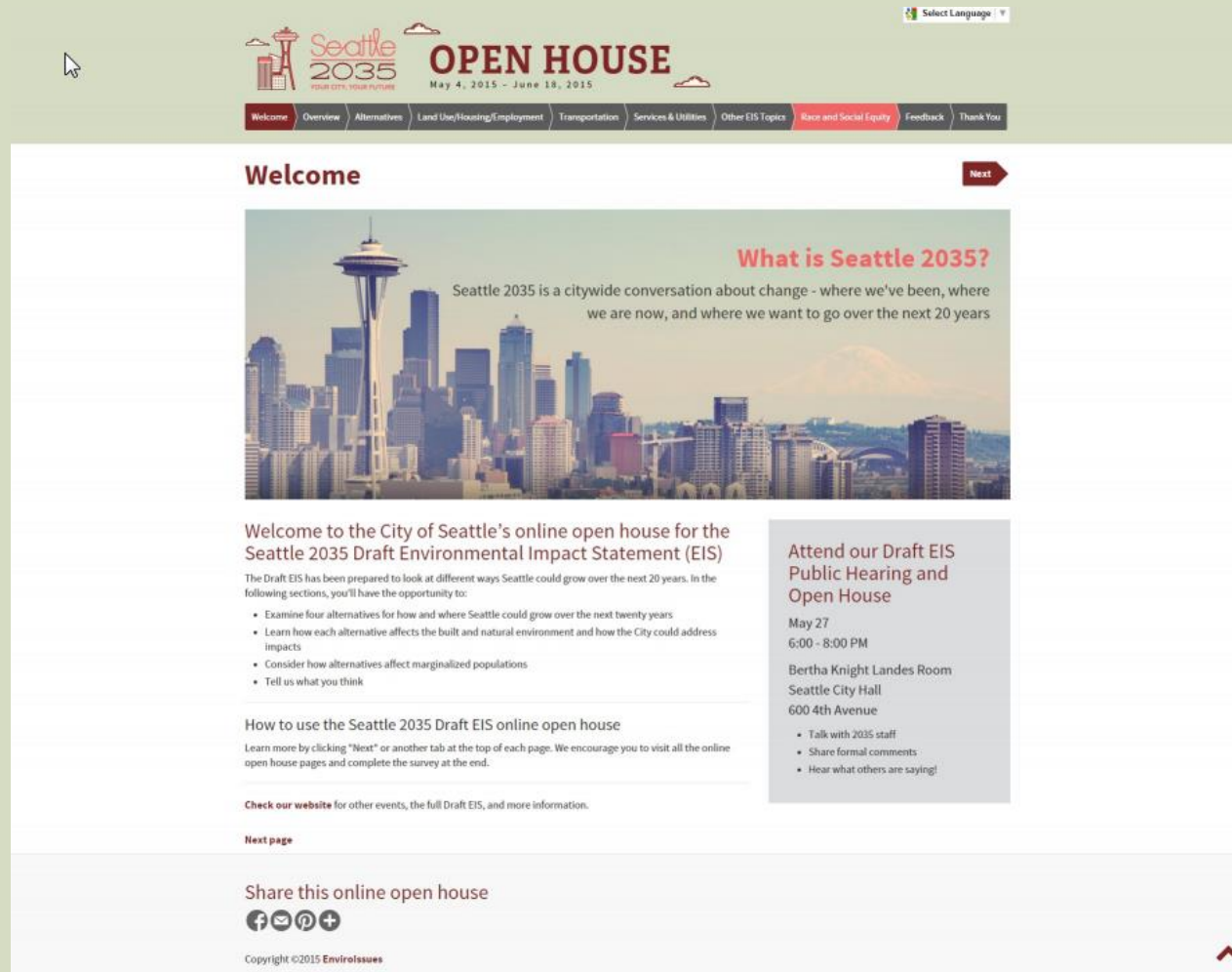
Who is online?



Source: City of Seattle Survey 2013

Online Open House & Survey

(May – June 2015)



The screenshot shows the 'Welcome' page of the Seattle 2035 Open House website. At the top, there is a navigation bar with a 'Select Language' dropdown and a menu with items: Welcome, Overview, Alternatives, Land Use/Housing/Employment, Transportation, Services & Utilities, Other EIS Topics, Race and Social Equity (highlighted), Feedback, and Thank You. The main content area features a 'Welcome' heading with a 'Next' button. Below this is a large image of the Seattle skyline with the Space Needle. Text on the image asks 'What is Seattle 2035?' and describes it as a citywide conversation about change over the next 20 years. To the left of the image, there is a 'Welcome to the City of Seattle's online open house for the Seattle 2035 Draft Environmental Impact Statement (EIS)' section, followed by a list of opportunities: examining alternatives, learning about impacts, and considering marginalized populations. Below that is a 'How to use the Seattle 2035 Draft EIS online open house' section. To the right of the main content is a grey box for the 'Attend our Draft EIS Public Hearing and Open House' on May 27, 6:00 - 8:00 PM, at the Bertha Knight Landes Room, Seattle City Hall, 600 4th Avenue. It lists activities: talking with staff, sharing comments, and hearing others. At the bottom, there is a 'Share this online open house' section with social media icons and a copyright notice for 2015 EnviroIssues.

Select Language

Seattle 2035
YOUR CITY. YOUR FUTURE

OPEN HOUSE

May 4, 2015 - June 18, 2015

Welcome Overview Alternatives Land Use/Housing/Employment Transportation Services & Utilities Other EIS Topics **Race and Social Equity** Feedback Thank You

Welcome

Next

What is Seattle 2035?

Seattle 2035 is a citywide conversation about change - where we've been, where we are now, and where we want to go over the next 20 years

Welcome to the City of Seattle's online open house for the Seattle 2035 Draft Environmental Impact Statement (EIS)

The Draft EIS has been prepared to look at different ways Seattle could grow over the next 20 years. In the following sections, you'll have the opportunity to:

- Examine four alternatives for how and where Seattle could grow over the next twenty years
- Learn how each alternative affects the built and natural environment and how the City could address impacts
- Consider how alternatives affect marginalized populations
- Tell us what you think

How to use the Seattle 2035 Draft EIS online open house

Learn more by clicking "Next" or another tab at the top of each page. We encourage you to visit all the online open house pages and complete the survey at the end.

Check our [website](#) for other events, the full Draft EIS, and more information.

Next page

Attend our Draft EIS Public Hearing and Open House

May 27
6:00 - 8:00 PM
Bertha Knight Landes Room
Seattle City Hall
600 4th Avenue

- Talk with 2035 staff
- Share formal comments
- Hear what others are saying!

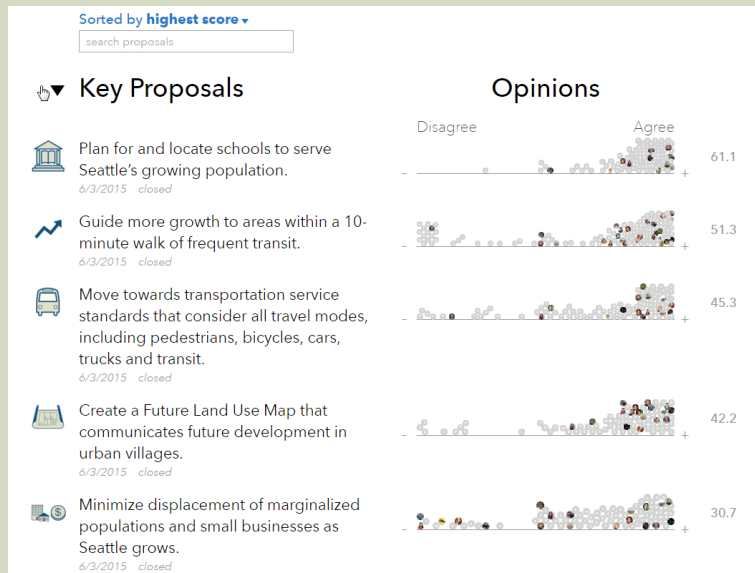
Share this online open house

Facebook, Email, Print, and Share icons

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Draft Plan Online Community Conversation

(July - November 2015)



Guide more growth to areas within a 10-minute walk of frequent transit.

6/3/2015 by Growth Strategy

Closed to new contributions at this time.

For the past twenty years, the City has guided new jobs and residences to urban centers and villages. While most future growth is planned for our densest urban centers, this Draft Plan also guides more growth to urban villages near frequent transit (a light rail station or a bus station with two or more bus lines serving multiple destinations). This pattern of future growth builds on past and future investments in transit. More people will be able to live in urban villages with easy access to transit.

- Expand boundaries of 11 urban villages to include the 10-minute walkshed around a frequent transit station.
- Establish a new urban village at the proposed light rail station at 130th Street.

Do you agree with this draft policy?

- Other information
- Future Land Use Map

Top Cons

Growth should be guided to Multi Family Zoned areas. No need to rezone or upzone SF zoned neighborhoods at this point
4 comments

Top Pros

Frequent, reliable transit service as well as short walks or bike rides to the stations and stops are imperative if we want people to consider leaving their cars behind.
1 comment

Discuss this Point

Dan Rivisto:
I have little faith in the "guided" approach Seattle has used in the past and for the most part it just tramples on property rights of land owners, something we need to get back to honoring.

Alex Hamling:
Well stated and agreed. A natural growth and development approach will direct where areas of commercialization and increased residential housing is most needed/desired and thus how best to incorporate public transit to service those needs.

Engaging Underserved Communities



What we did...

- Group discussions led by POELs
 - 9 communities (Summer 2014)
- Coordinated & Integrated Meetings
 - Transform Seattle (Dec 2012)
 - Goodwill Industries (Dec 2014)
- Supported outreach organized by others
 - Futurewise, El Centro, One America
 - SCIDPDA (Fall 2015)
 - Black Seattle 2035 (March 2015)
- Translated fact sheet
- Google translator

POEL Small Group Discussions

(Summer 2014)

- POEL training with City staff
- City provides materials (fact sheet, presentations, discussion questions)
- Translated fact sheet
- Plans and convenes small group meeting; 9 communities



Seattle
2035
YOUR CITY. YOUR FUTURE

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Join the Conversation about Seattle's

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Coordinated Meeting

Transform Seattle: Many Voices, One Future (December 2012)



Coordinated Meeting – Housing & You

Goodwill Job Training and Education Center (December 2015)



- Engage students of Goodwill programs
- Presentations by multiple departments
- Opportunity to learn about policies, services and other resources
- Workshop, Survey & Resource Fair
- POELs & Translators available



Integrated Meeting

Draft Plan Open House at Filipino Community Center (November 2015)



- Host recruits people to attend
- Guide (city staff) leads group through displays, poses questions; host translates
- Host leads small group discussion using survey questions

Seattle 2035 Connectors

- Share information (social media, newsletters, email)
- Invite Seattle 2035 to your events
- Promote Seattle 2035 public engagement events
- Suggest other ways to raise awareness and generate excitement

Brand for Awareness

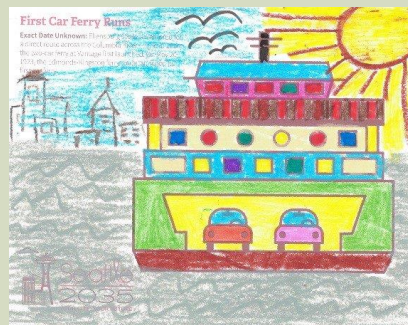


1962

How much has Seattle's population grown since 1990?

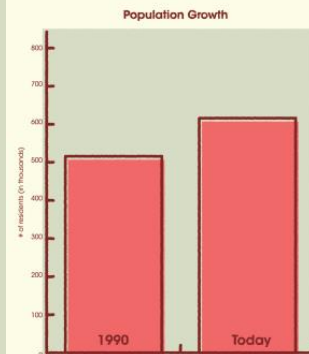


1941



World's Fair

April 21, 1962. The Century 21 World's Fair was developed to celebrate the 50th anniversary of the 1909 Alaska-Yukon-Pacific Exposition. The event welcomed over 50,000 visitors on the 74-acre fairground now known as Seattle Center, and featured the unveiling of the Space Needle: a 605-foot reminder of man's past achievements and a future of possibility.



By more than 100,000 people! In 1990, approximately 516,000 people lived here; now, we have more than 616,000 residents.

Yesler Terrace Opens

Date Unknown. The Seattle Housing Authority, established March 1939, received \$3 million to build the Yesler Terrace complex. Located on First Hill, it now occupies 30 acres and houses 1,200 residents, who earn an average of 30% below Seattle's median income.



Seattle
2035

Many ways to provide feedback

SEA2035 

@Seattle2035 

Email: 2035@seattle.gov

Web: 2035.seattle.gov

Mail


Seattle 2035 YOUR CITY, YOUR FUTURE Tweet it — #Seattle2035 Email it — 2035@seattle.gov

What is your BIG IDEA for Seattle in 2035?

Write it...

much is happening and being built... need to catch up with utilities, parks, ...

Tell us...



Seattle 2035 YOUR CITY, YOUR FUTURE

Wow, the Comprehensive Plan is tough to read. What would make it easier to understand? (Circle)

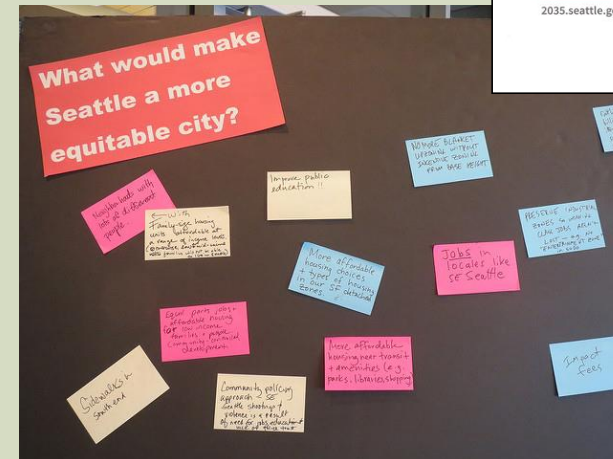
Pictures Graphs Maps Stories Examples Comparisons Data

Other ways to demystify this extensive policy document?

Video or some other visual tool that illustrates just how much growth is projected for Seattle, and how that growth can be accommodated in an equitable way.

Send me invitations to upcoming meetings and events: stephanie.velasco@gmail.com

2035.seattle.gov @Seattle2035 facebook.com/SEA2035 2035@seattle.gov



Communication Products

What do you want Seattle to be in 2035?

Seattle is growing and changing
By 2035, Seattle will gain 120,000 people and 115,000 jobs, and become more diverse than ever. Seattle's Comprehensive Plan (CP) is our guide to achieving the future we want. Seattle 2035 is a yearlong, citywide conversation about change: where we'll live, where we'll work, and where we want to go in the next 20 years.

Why do we need to update the Plan?
Our Plan can help us leverage growth, provide new opportunities, and help answer key questions, including:

- How can we make sure everyone benefits from decisions made?
- How will people get around in 2035?
- What types of new housing are needed and where?
- With a growing population, how will we preserve the parks and open spaces we have and maintain our quality of life?



Seattle 2035 A Comprehensive Plan for Managing Growth Draft Plan Document

Seattle is at the center of a dynamic and growing region.

The population of the Puget Sound region is expected to exceed 5 million by 2040. Over the next 20 years, Seattle expects to welcome a significant share of the region's growth.

Seattle's Comprehensive Plan contains goals and policies to guide future growth and decisions in a manner that reflects the City's core values and enhances the quality of life for all.

By 2035, Seattle expects to grow by 120,000 residents & 115,000 jobs

The State Growth Management Act (GMA) requires cities and counties to prepare Comprehensive Plans and update them regularly. The GMA's goals include reducing sprawl, protecting our agricultural and natural lands, and directing growth to areas that already have urban services.

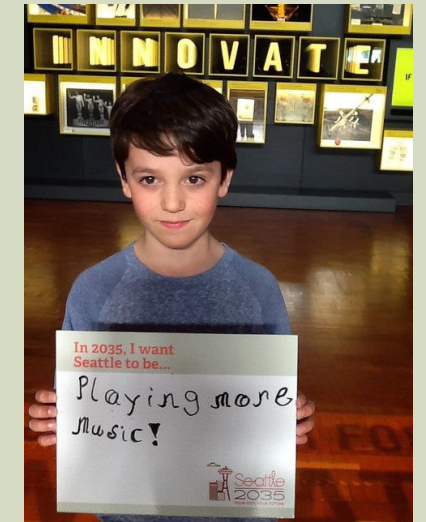
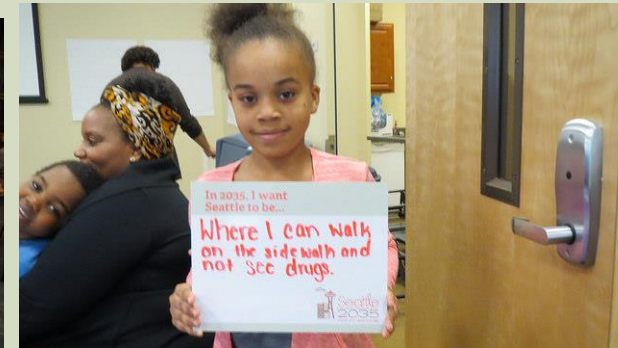
The Puget Sound Regional Council (PSRC) is the regional growth management organization. Vision 2040, PSRC's growth management strategy, calls for concentrating population and job growth in designated centers and to create high-quality transit to connect these centers. This framework is reflected in the CP's Plan.

King County's Growth Management Planning Council develops the yearly, year housing and job growth targets for all King County jurisdictions. These goals address the need for affordable housing, the ability to address climate change, and growing to meet the needs of the future workforce.

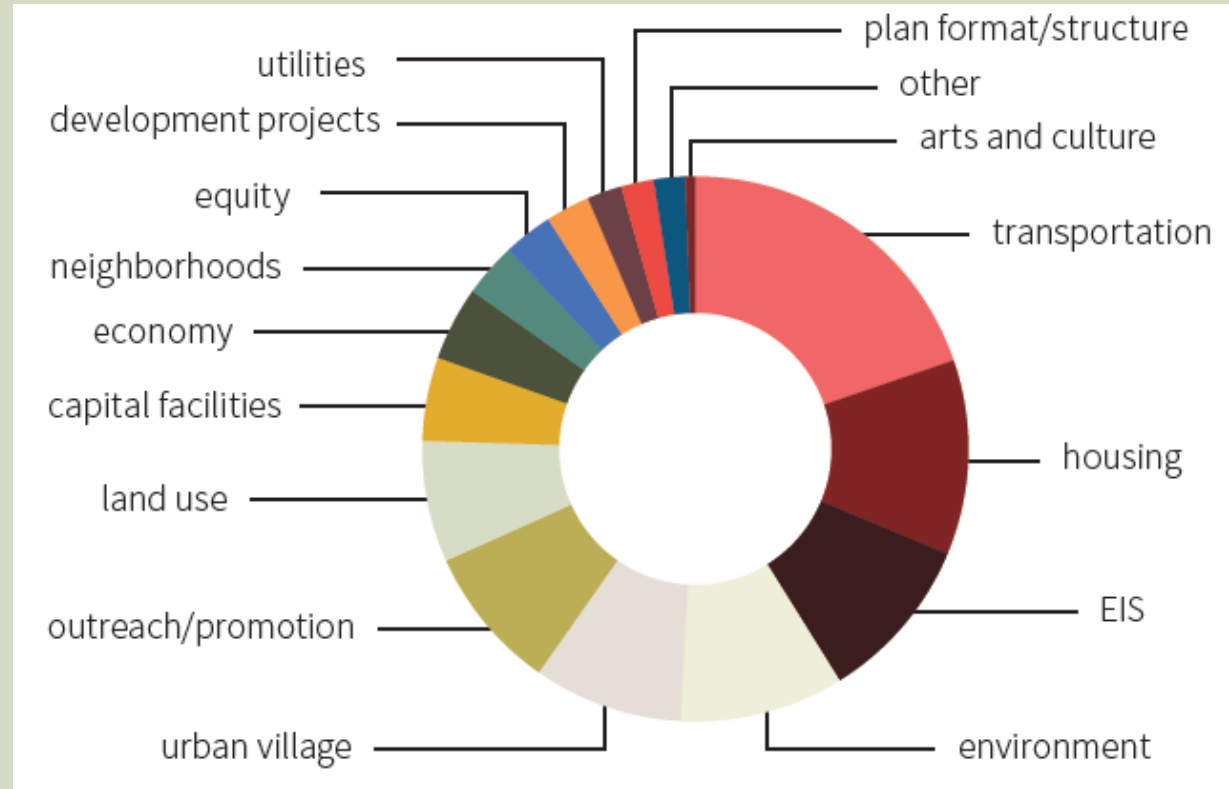
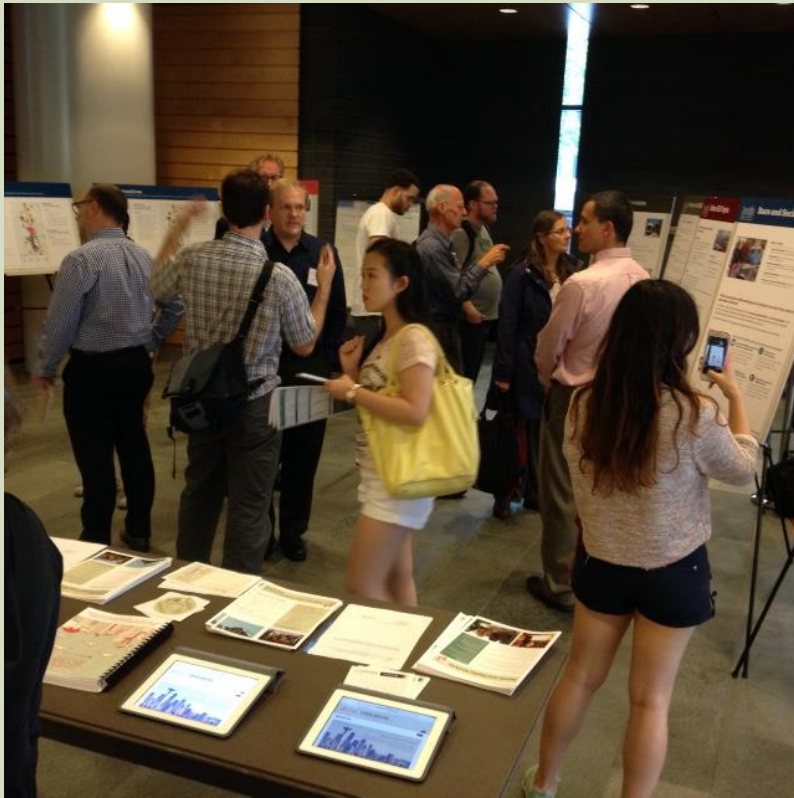
What we did...

- User-friendly summaries
- 10 Key Proposals
- Fact Sheets
- Brochures
- Bookmarks
- Comment cards

Everyone loves to Photo Journal!



What did people talk about?



What were the top issues?

- More affordable housing, less displacement
- Improved transportation
- Invest to support growth and reduce disparities
- Infrastructure and services to maintain/improve quality of life
- Focus on race and social equity
- Desire to retain character, culture, community, sense of place, spirit, etc.

Lessons Learned

- Commit to a plan, schedule and resources for engagement early
- Visioning is easiest way to engage
- Be open to trying new things, even if they fail
- Invest time with the “connectors”
- More channels, more flexibility, more customized tools make it harder to aggregate and synthesize feedback
- Work harder to simplify complexity
- Be strategic in “going where the people are”
- Explore new models to engage underserved communities