# STRATEGIC BUSINESS PLAN OUTREACH AND ENGAGEMENT

Employee Survey Working Committee
Lead: Mary Kelley
(1st Qtr. 2013)

Employee Promise and Involvement Committee
Lead: Mary Kelly
(2nd Qtr. 2013)

Promise Rollout Committee
Lead: Gary Ford
(3rd Qtr. 2013 – Spring 2014)

**TBD**
Employee Survey Working Committee
(similar to external stakeholders)

**TBD**
On-going Employee Engagement

**Outreach and Engagement Committee**
(EJSE, Communications, & GreenRubino)

Historically Underserved Communities
(Nov. 2013-Spring 2014)

Business Communities
(Winter 2013 - Spring 2014)

Environmental Communities
(Winter 2013 - Spring 2014)

Developer Communities
(Winter 2013 - Spring 2014)

Tribal Communities
(**TBD**)

Youth Communities
(Winter 2013-Spring 2014)

Online Communities
(Winter – Spring 2014)

General Public
(Feb. 2014-Spring 2014)

Pre-outreach and engagement (Spring 2013 – Winter 2013)
*Outreach to inform and educate stakeholders about the SBP process & development*

<u>November 2013 Pilot Focus Group</u>

- 3 sessions facilitated by SPU
- Community volunteers & Emerging Design staff
  11/20 9:00a – 11:30a
- SPU Affinity Groups
  11/21 1p-3:30p
- Community Advisory Committees
  11/20 5:30p – 7:30p

<u>Jan.-Feb. 2014 & May 2014 Focus Group</u> (Emerging Design)

- Jan. 25: N. Seattle 12p-2:30p
- Feb. 1: Central Seattle 1p-3:30p
- Feb. 8: Southwest Seattle 1:30p-4p
- Feb. 15: South Seattle 1:00p-3:30p
- Feb. 26: International District 10a-12:30p

<u>1 Summit</u>

- Feb. 6: 7a-10a
- 150 individual total
- Sessions divided by business themes
- Rainier Square bldg.

<u>1 Summit</u>

- 1 mtg. /1 Follow-up
- February 2014
- Downtown Seattle
- 20-30 people representing various org.

<u>Focus Group</u>

- 1 session/1 Follow-up
- SPU's Developer Panel
- January 9th

<u>**TBD**</u>

- Letter w/ info about the plan

<u>Inform</u>

- Youth Commission
- WA Bus
- Assist w/ outreach for Feb. public mtgs. & Online survey

<u>Survey</u>

- Via internet
- All SPU customers
- English-Only

<u>Town Hall meetings</u>

- Feb. 5-Garfield Community ctr. 6p-8:30p
- Feb. 13- High Point Community Ctr. 6p-8:30p
- Feb. 20-Magnuson Park 6p-8:30p
- Feb. 22-N. Seattle Community college 10a-12:30p
- Mar. 1- Van Asselt Community ctr. 10a-12:30p

Follow-up will occur for all stakeholders to ensure feedbacks are capture correctly. Follow-up approach for each stakeholder will vary depending on the needs & capacity of the community.
(Spring 2014)

**Final SBP**
**(August 2014)**