



Public Engagement

GOALS

- Boost the quality and quantity of public input on the Plan Update.
- Promote an understanding of the purpose, need for and process for the Plan Update.
- Involve people early and throughout the process.
- Ensure that public input is incorporated into the planning process.
- Develop a plan that reflects the community’s values and aspirations.
- Improve the involvement of hard-to-reach audiences
- Make the process accessible and engaging to interested citizens

AUDIENCES

- Engaged Audiences: traditional stakeholders, community organizations and interest groups, non-profit organizations and advocates, planning and allied professions, motivated individuals, City/ county staff, elected officials, other public agencies
 - Outreach Partners: Organizations that help us engage their members through sharing content, calendars, cross promotion, and joint events
- Targeted Audiences- audiences that we don’t typically see at meetings or hear from.
 - Millennials and parents with children are busy starting careers and raising a family, but this generation that will be most impacted by a 20-year plan. Even today, millennials are Seattle’s largest population age group.
 - Traditionally underserved audiences are also important as the city will diversify significantly over the next 20 years.

SCHEDULE

| | |
|----------------------|--|
| July – December 2013 | Attract Attention – planning, tabling, exhibit, lectures, online presence <ul style="list-style-type: none">• Panel Discussion- Future of Seattle Sept 18 at Town Hall• Exhibit – Seattle Design Festival Sept 21-22• Tabling at five partner events |
| January – March 2014 | Get Engagement - Growth Alternatives Scoping <ul style="list-style-type: none">• BIG IDEAS Pecha Kucha + Open House – January 30, 2014 at Olympic Sculpture Park• Designing for Democracy Lecture + Open House – February 20 at Seattle Central Library• Healthy Places Lecture + Guiding Principles Workshop – February 28 at North Seattle Community College |

- **Citywide Community Meeting – Possible Futures (EIS scoping meeting); March 11 at City Hall**
- POEL Training (March)
- Online Engagement

April – October 2014

Maintain Interest – planning, tabling, exhibit, lectures, online presence

November 2014

Get Engagement - Draft Environmental Impact Statement

- **Public Hearing on DEIS**
- POEL Meetings
- Online Engagement
- Partner events

December 2014

Get Engagement - Draft Plan Released

- **Citywide Community Meeting – A Plan for Our Future**

February – June 2015

Build Support for the Plan - Legislative Process

- Mayor’s Recommended Plan Released (February 2015)
- Council Review and Adoption of Plan
- **Public Hearing on Recommended Plan (April 2015)**
- Final Adopted Plan (June 2015)



Travelling Exhibit at Seattle Design Festival
September 2013

RECOMMENDED STRATEGIES

In Person

- Open House, Workshops (Feb, June, Sept ‘14)
- Meeting in a Box (following meetings)
- Public Outreach and Engagement Liaison Meetings
- Partnership and coordination with Futurewise Outreach to underserved communities
- Traveling Exhibit
- Youth Activity – In Partnership Feet First & Seattle Architecture Foundation
- Lectures and Panel Discussions
- Tabling at events
- Meetings and Presentations to “engaged audiences”
- Celebration – 20th birthday of 1994 Plan



Tabling at Equity Summit November 2013

Online

- Traditional website + Blog with interactive content (video, motion graphics, polls, scenario activity, Seattle Channel films)
- Social media – project FB and Twitter
- Weekly, thematic, social media postings + opportunistic social media postings
- City communication channels: DPD News, other DPD community events

Other

- Traditional media outreach to newspapers and blogs as well as ethnic media
- “Fun” handouts (e.g. collectible cards, coasters) distinct for each phase
- Try some new things: pub trivia, game nights, meetups, walking tours