

# Seattle Comprehensive Plan Major Review 2011- 2013

## Your City – Your Future

Communication Plan

June 29, 2011



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## **BACKGROUND**

### **DPD's Guiding Principles for Public Participation**

- The public has a meaningful say in decisions about actions that could affect their lives.
- Public participation includes the promise that the public's contribution will influence the decision.
- Public participation promotes sustainable decisions by recognizing and communicating the needs and desires of all participants, including decision makers.
- Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision, especially traditionally under-represented communities.
- Public participation provides participants with the information they need to participate in a meaningful way.
- Public participation communicates to participants how their input affects decisions.

### **DPD's Objectives for Public Participation in the Comprehensive Plan Major Review**

- Update the Comprehensive Plan to reflect the community's values and aspirations.
- Provide objective information to assist the public in understanding issues and solutions.
- Provide opportunities for the public to contribute ideas and provide feedback through all phases of the project
- Improve the involvement of traditionally under-represented audiences (youth, minorities, immigrants, renters, seniors, differently-abled, etc.).
- Make the process accessible and engaging to interested citizens (plain English, translations, easy-to-digest materials).
- Ensure the public involvement process is racially and culturally inclusive.

### **Growth Management Act Requirements for Public Participation**

The Washington State Growth Management Act (GMA) requires that Seattle perform a major review of its Comprehensive Plan periodically. The last major review was completed in 2004.

- In performing the review, DPD' must provide for early and continuous public participation in the process.

## INTRODUCTION

The last Comprehensive Plan was adopted in 1994 and provided the foundation for an ambitious civic improvement program. The success of our Comprehensive Plan is clearly visible across the city:

- more than 30 new parks added to the city, plus additional green spaces
- 22 branch libraries replaced, expanded or renovated
- 33 Fire stations built or upgraded
- 8 community centers built or renovated
- 38 neighborhood plans have been adopted, and many are being updated

As the economic center of the Puget Sound Region, we expect at least 120,000 new residents and 115,000 new jobs by 2031, with more likely as Seattle is an increasingly attractive alternative to the suburbs. This is a critical time for a public dialogue on the opportunities and challenges Seattle faces as we grow over the next 20 years. In the past we've focused on the question of how we *accommodate* growth—a disruptive force that might not be a good fit. This time around we'll be talking more about how we *leverage* growth—a positive force to build better neighborhoods, create jobs, and improve the safety and vitality of our city.

### What are the big ideas driving the Comp Plan Major Review?

- **Get the Most from Growth.** Our Comprehensive Plan embraces growth—if planned for, new residents and jobs are an opportunity to build a stronger economy and support more vibrant neighborhoods. A key challenge is to deliver the infrastructure, services and amenities that make growth attractive and livable for everyone. For example, if we want a grocery store in every Seattle neighborhood, it takes a critical mass of people and jobs close by to support it. At the same time, the City and developers need to provide the street, parks and other improvements that make communities safe and attractive. So how do we make sure we get the services and infrastructure needed to get the most from growth? The Comp Plan Major Review will identify the places where the city is best prepared to accommodate growth and will strengthen our efforts to leverage growth to deliver those essential elements that make great neighborhoods.
- **Become a Climate-Friendly City.** Seattle has been a leader in meeting the challenge of climate change; however, there is much that remains to be done. Responding to this global challenge creates real, local opportunities. Climate solutions are actions that further Seattle's values include creating vibrant

neighborhoods with convenient and reliable transit, thriving neighborhood businesses, and energy-efficient buildings. How do we realize enough of these opportunities to do our part to reduce carbon emissions while solidifying our role in the clean energy economy? And, while reducing our carbon emissions is critical, the climate is already changing. So, we also need to be prepared and adapt our infrastructure to withstand the impacts of climate change including sea level rise, temperature increases, and precipitation changes?

- **Build On Transit.** Our comprehensive plan does a good job of directing growth to neighborhoods close to downtown and where we have transit and services. However, since we last revisited the Comp Plan, we have opened Sound Transit’s LINK Light Rail, and more light rail and rapid bus service is planned. But how do we connect people to these new investments? First and foremost, we need to build great neighborhoods around transit. This means attracting multifamily housing and services to where we have the best transit, and leveraging that growth to provide the shops, services and other improvements needed to make these attractive parts of our city.

#### How will we get there?

- **Build Healthy, Complete Communities.** Seattle is fortunate to have strong neighborhoods, each with its own identity and distinct character. The Comprehensive Plan will use the concept of “the complete neighborhood” –one with shops, services, and institutions close to where people work and live–as an organizing concept for this discussion. For example, how can we improve our walking and biking infrastructure–give people more choice in how they get around and encourage active lifestyles? How can we provide better access to food locally, and make it easier to produce food at home in our neighborhoods?
- **Create More Housing Choices.** Seattle is fortunate to have a significant supply of single family housing close to downtown and well-suited for families. However, the cost of this housing makes it increasingly out of reach for our city’s middle-class: the nurses, police and firemen, and skilled workers who are the backbone of Seattle’s diverse economy. Our Comprehensive Plan will ensure we provide diverse housing options affordable to our workforce–multifamily, townhomes, backyard cottages–close to transit and other services.
- **Investing in Growing Neighborhoods.** Like many American cities, Seattle has struggled to adapt an aging infrastructure to continue to meet the needs of a

growing population and address new challenges, such as climate change. Growing neighborhoods provide an additional challenge because they require additional investments in utilities, public institutions, streetscape, and quality public spaces in order to support new development and create vibrant and livable neighborhoods. The Comprehensive Plan should provide stronger guidance on how we can focus our investments in growing neighborhoods to support the creation of complete communities.

- **Prioritize Great Design and Encourage Innovation.** Seattle is a remarkable place, set in one of the most unique natural settings of any American city. These qualities not only symbolize Seattle, but are a major asset to Seattle’s economy attracting people and businesses to locate here. Our Comprehensive Plan will include policies that recognize the specific qualities that define Seattle as a place and help to ensure new development builds on those qualities. At the same time, Seattle is changing quickly. New industries such as biotechnology and game development are driving the need for new building types that support an increasingly diverse range of uses and technical needs. Our Comprehensive Plan policies will emphasize clear regulations that create great places and encourage innovation to help Seattle compete in a global economy.

## **SCHEDULE**

The planning and public participation process for the Comprehensive Plan Major Review was launched in June 2011, and will continue for approximately 18 months.

### **Phase 1: Scoping (*Summer – Fall 2011*)**

- DPD will use a variety of methods to solicit public input on the scope of the Comprehensive Plan Update from June – August 2011.
- Based on that input, the scope of the Comprehensive Plan will be defined and presented to the City Council, with the goal of approving a Resolution in Fall 2011 defining the scope of the Update.

### **Phase 2: Issue Analysis and Policy Development (*Summer 2011 – Winter 2012*)**

- Issues will be identified, existing plan policies will be reviewed and changes to plan policies will be developed.

### **Phase 3: Publication and Public Review of the Draft Plan (*Winter – Summer 2012*)**

- Draft policies will be published in a Draft Plan document and reviewed by the public.

### **Phase 4: Final Recommended Plan (*Fall 2012*)**

- Public input will be used to refine the plan policies; DPD will then publish a Final Recommended Plan.

### **Phase 5: Council Adoption of Final Plan (*Fall 2012–Winter 2013*)**

- City Council will consider the recommendations, finalize any changes and adopt a Final Plan.

## METHODS + TOOLS

We will use a variety of methods and tools to reach targeted audiences as well as the general public. Methods and tools will include both traditional media as well as newer technologies offered by the internet and social media.

### Partnership and Collaboration

- Collaboration with the Planning Commission
- Partnerships with local organizations to extend outreach and expand participation
- Coordination with outreach for other City initiatives (e.g. Climate Action Plan)

### Media Outreach

- Press releases and articles for external publications
- Blog and Press Releases
- Media and Blog interviews
- Partnership with external media (ethnic newspapers, civic and business organizations, etc)

### Community Outreach and Education

- Project website and social media portals (Facebook, Twitter, listserv)
- Comprehensive Plan video
- Online interactive activities (photo submissions, polls, dialogues)
- Information provided in key community locations (City offices, libraries, neighborhood centers, etc.)
- Tables or information at community events
- Targeted community events (presentations, speakers bureau, workshops, meetings, roundtables, interviews)
- Events for the general public (lectures, open house, presentations)
- Collateral social media– other City Departments, Planning Commission

### Feedback

- Survey on the Scope of the Plan (Primarily online, but also available in hardcopy)
- Public Hearing on Final Plan
- Online Comments

## PLANNED PRODUCTS

The internet and social media allow frequent communication with the public in ways that access a broader range of Seattle communities than reliance solely on traditional meetings can. We will use the internet and social media to regularly communicate with interested people, and to distribute the majority of the information we compile. All key documents will also be available at public events and venues, ensuring access for those who prefer hardcopy materials. We propose to develop the following products to support our public participation efforts:

### Online Content

- FAQ
- Issue Summaries
- Summaries of Public Feedback (What We Heard)
- Comprehensive Plan Video
- Online Survey
- Survey Results
- Narrated PowerPoint Presentation (Comp Plan 101)
- PowerPoint Presentations on Draft Plan and Final Recommended Plan
- Comment Forms
- “Monday Montage” Photos and “Big Ideas” submitted by the Public

### Additional Materials for Public Events

- Outreach materials for public events
- “Meeting in a Box” materials
- Public Workshop and Open House Displays and Presentations
- Translated Materials

### Documents

- Comprehensive Plan Scope Resolution adopted by Council
- Communication Plan
- Issue papers
- Draft Comprehensive Plan
- Final Recommended Comprehensive Plan

### Related Resources

- DPD Demographics [http://www.seattle.gov/dpd/Research/Population\\_Demographics/Overview/](http://www.seattle.gov/dpd/Research/Population_Demographics/Overview/)
- Seattle Planning Commission <http://www.seattle.gov/planningcommission/>
- Climate Action Plan [http://www.seattle.gov/environment/climate\\_plan.htm](http://www.seattle.gov/environment/climate_plan.htm)
- Puget Sound Regional Council <http://psrc.org/>
- Seattle Department of Transportation <http://seattle.gov/transportation/>