

**City of Seattle Comprehensive Plan - Major Periodic Review  
Public Participation Program (RCW 36.70A.140)  
October 6, 2011**

**INTRODUCTION**

Seattle is undertaking a major periodic Review of the Comprehensive Plan (Review) as required by the Growth Management Act. This Act requires local governments to establish and broadly disseminate a public participation program. This Public Participation Program (Program) addresses how the City will meet the requirements for early and continuous public participation.

**A. GOALS**

The overall goals of the Program are to:

- Provide objective information to assist the public in understanding issues and solutions
- Seek the involvement of all citizens, including representatives of groups who have traditionally not participated in the process (youth, minorities, immigrants, renters, etc.)
- Provide opportunities for the public to contribute ideas and provide feedback through all phases of the Review and consider their input
- Make the process accessible and engaging to interested citizens

**B. SCHEDULE**

The Review was launched in late June 2011 and will continue for approximately 18 to 20 months. It will conclude by the City Council's adoption of the revised Comprehensive Plan and any associated development regulations in late 2012 or early 2013. Phases are as follows:

<b>Phase 1</b>	Scope / Major Themes	Summer 2011 – Fall 2011
<b>Phase 2</b>	Issue Analyses and Policy Development	Fall 2011 – Winter 2012
<b>Phase 3</b>	Public Review of the Draft Plan	Winter 2012 - Spring 2012
<b>Phase 4</b>	Final Recommended Plan	Fall 2012
<b>Phase 5</b>	City Council Public Hearing(s) on Plan	Late 2012 – Early 2013

### **C. ROLE OF THE PLANNING COMMISSION**

The Seattle Planning Commission (Commission), comprised of 16 volunteer members appointed by the Mayor and City Council, is the steward of the Comprehensive Plan. In this role the Commission provides independent and objective advice to the Mayor, City Council, and City departments on broad planning goals, policies and plans for the development of Seattle. The Commission focuses on issues that shape Seattle including land use, transportation, housing and environmental policy.

The Commission will be involved throughout the Review and will assist in the development of the Comprehensive Plan as follows:

- Some Commission members will be part of the Comprehensive Plan Steering Committee that will oversee the development of policy recommendations.
- The Commission as a whole will advise City staff about the Public Participation Program and potential changes to the Comprehensive Plan and development regulations.
- The Commission will review and provide recommendations on a preliminary draft Plan (before release for public comment), and any preliminary final recommended Plans (before presentation to Council).

### **D. METHODS AND TOOLS**

The overall objective of this Program is to establish how the City will engage the public during the course of the Review. Public participation methods may vary by phase. This Program has been drafted at the beginning of the process and it may be reviewed and refined throughout the Review.

While traditional methods (meetings, workshops, presentations, etc.) will still play an important role in public engagement, new participation tools will be used extensively to broaden outreach and disseminate information. The following dedicated websites and online URLs will be used to share information throughout the Review.

Website	<a href="http://www.seattle.gov/dpd/Planning/Seattle_s_Comprehensive_Plan/Overview/">http://www.seattle.gov/dpd/Planning/Seattle_s_Comprehensive_Plan/Overview/</a>
E-mail	<a href="mailto:DPD_CompPlan2030Vision@seattle.gov">DPD_CompPlan2030Vision@seattle.gov</a> .
Listserve	<a href="http://www.seattle.gov/dpd/planning/compplan">www.seattle.gov/dpd/planning/compplan</a>
Facebook	<a href="http://www.facebook.com/SEA2030">www.facebook.com/SEA2030</a>
Twitter	#SEA2030
Seattle Channel Video	<a href="http://www.seattlechannel.org/videos/video.asp?ID=5904">http://www.seattlechannel.org/videos/video.asp?ID=5904</a>

Some or all of the following methods will be used in one or more phases to achieve broad and continuous public participation:

#### Broad dissemination of information

- Documents including, for example, the Public Participation Program, draft Plan, final Plan and other project materials will be posted on the project Website and made available at local libraries.
- Notice of the availability of the Program and DPD's draft Plan will also be published in the Seattle Times. (a newspaper of general circulation)
- The City will disseminate information to the Planning Commission, regional and City agencies as appropriate, local and community-based organizations to extend outreach and expand participation.

#### Opportunities to submit written feedback

- Online survey regarding the scope and framework of the Review at <http://www.surveymonkey.com/s/SEACompPlan>.
- Online public feedback tools (Email, Facebook and Twitter).
- Comment forms will be available at public meeting(s), hearing(s), workshop(s) or presentation(s).

#### Public Meetings after effective notice

- Public Meetings, Community Open Houses, Public Hearings, and any additional relevant public meeting(s) as required under other laws, e.g., the State Environmental Policy Act, the Shoreline Management Act.
- General notice of the time and place of DPD Public Meetings will be provided through standard notice procedures, such as emails to the project listserv and other related email lists.

#### Methods and tools to provide opportunities for open discussion

- Comprehensive Plan discussions at Seattle Planning Commission meetings (all meetings are open to the public).
- Online dialogue and interactive activities (via Facebook, Website, project listserv and other related email lists, Twitter).
- Presentations to various citizen groups as requested.
- Public Meetings, Community Open Houses or Events such as informational lectures or presentations.
- Workshops with key community or stakeholder groups.
- Youth engagement activity.

#### Methods and tools used for communication programs and information services

- Project Website, relevant listserves and other email lists, Facebook page, Twitter site launched June 2011 and other online content.
- Information cards available at key community locations and distributed at community outreach events hosted variously by Mayor's Office, Department of Neighborhoods and Department of Planning and Development.
- "Comp Plan 101", an online narrated PowerPoint presentation to introduce the Review (launched in June 2011).

- Comp Plan Video, an online 7-minute video highlighting key issues and challenges, (launched in June 2011.)
- Links on Project Website and Facebook to background reports, research and articles relevant to Comprehensive Plan elements.
- Press briefings for reporters and press releases distributed to local community and ethnic daily and weekly newspapers.
- Articles submitted for publication in external media.
- Key documents (such as draft and final Plans) posted on the project Website as available and distributed through City of Seattle libraries and community centers.

Consideration of and response to public comments

- The City will consider public comments throughout the Review.

## **E. CONCLUSION**

The Program has been drafted at the beginning of the planning process. This Program may change somewhat as conditions change or additional resources to support outreach activities become available. The most current information about upcoming activities and comment opportunities related to the Review will be available on the dedicated web site. For information about the Review, please contact the following City of Seattle staff:

Tom Hauger  
(206) 684-8380  
[tom.hauger@seattle.gov](mailto:tom.hauger@seattle.gov)

Kristian Kofoed  
(206) 233-7191  
[kristian.kofoed@seattle.gov](mailto:kristian.kofoed@seattle.gov)

Department of Planning and Development  
700 5<sup>th</sup> Avenue Suite 2000,  
P.O. Box 34019  
Seattle WA 98124-4019