

# HALA Community Engagement Plan

This is an overview of how the community can give input on HALA over the next year. Other ideas for how to provide input are welcome.



## Ways to participate include:

- January 26 **Seattle at Work** Event
- Telephone Town Halls
- New HALA website
- Direct mail

- Large summit style meeting
- Neighborhood blogs
- Social media
- E-mail newsletter

- Town hall style meetings
- Online surveys
- E-mail newsletter
- Others TBD...

- Neighborhood Night Out blitz
- Neighborhood blogs
- E-mail newsletter
- Others TBD

- Large summit style meeting
- E-mail newsletter
- Others TBD...

**Citywide Conversations**  
At these times we will focus on reaching out to a broad public audience through a variety of tools. Citywide conversations are meant to:

- Get the word out about HALA
- Update the community at large on HALA progress and next steps
- Highlight current issues we are working on
- Listen to feedback from a broad public audience that will shape HALA actions

**Neighborhood Meetings**  
Neighborhood meetings are existing meetings of local community organizations and groups. City staff will attend groups' regular meetings throughout the year in between citywide conversations. City staff will respond to requests for neighborhood meetings to the extent possible, and make efforts to reach areas throughout the city. The purpose of HALA participation at neighborhood meetings is to:

- Update local neighborhood areas on HALA progress and next steps
- Listen to feedback from local groups that will shape HALA actions
- Consider neighborhood preferences for how HALA actions fit local conditions

**Community Working Groups**  
Community Focus Groups will consist of several representatives from each neighborhood area. The groups are a sounding board to give the focused feedback - particularly on how the MHA program would be applied in neighborhood areas. Although details of focus groups are still being worked out we expect the Focus Groups to:

- Reflect a broad range of perspectives
- Number 4-5 depending on community interest and preferences
- Be facilitated by an independent third party
- Conduct a detailed review of land use changes to implement Mandatory Housing Affordability
- Be transparent and open to the public
- Allow focus group participants to relay information to their home neighborhoods

*Please see the Focus Group application form for more information and to participate!*