

# 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.



January 2016  
Citywide  
Conversation #1

## Launch HALA Engagement

*Focus Topics may include:*

- Call for Focus Group volunteers
- Housing Levy renewal
- Mandatory Housing Affordability (MHA) Residential Framework
- Strengthening Tenant Protections

## Community Focus Groups Formation *see application form*

### Neighborhood Meetings

March 2016  
Citywide  
Conversation #2

## Verify What We Heard Roll Out Next Steps

*Focus Topics may include:*

- MHA Downtown / South Lake Union implementation
- Design Review process improvements
- State Legislative agenda
- Others...

## Community Focus Group Meetings

### Neighborhood Meetings

May 2016  
Citywide  
Conversation #3

## Verify What We Heard Roll Out Next Steps

*Focus Topics may include:*

- MHA implementation in neighborhood areas
- Housing Preservation program
- Voluntary employers' fund
- Reuse of surplus property for housing
- Others...

## Community Focus Group Meetings

### Neighborhood Meetings

August 2016  
Citywide  
Conversation #4

## Verify What We Heard Roll Out Next Steps

*Focus Topics may include:*

- MHA implementation in neighborhood areas
- Supporting affordable homeownership
- Improve on-street parking management
- Others...

## Community Focus Group Meetings

### Neighborhood Meetings

Dec / Jan 2016  
Citywide  
Conversation #5

## Verify What We Heard Roll Out Next Steps

*Focus Topics may include:*

- MHA implementation in neighborhood areas
- Improve City permitting processes
- Social impact investing
- Others...



### 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!