

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

- April 19 **Livability Night Out**
- 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 Focus Groups

Community Focus Groups consist of 4 - 6 representatives from each Urban Village and adjacent neighborhood area. The groups are a sounding board to give focused feedback - particularly on how the MHA program would be applied in neighborhood areas.

More about focus groups:

- There are four focus groups, each comprised of about 40 community members
- Each reflects a broad range of perspectives
- Focus groups meet monthly starting in May, and are facilitated by an independent third party
- Groups conduct a detailed review of land use changes to implement the Mandatory Housing Affordability (MHA) program
- Meetings and conversations are transparent and open to the public
- Participants are encouraged to relay information to their home neighborhoods