

SAMPLE EARLY COMMUNITY OUTREACH PLANS FOR DESIGN REVIEW

This document is intended to serve as a resource for development projects conducting early community outreach for Design Review, as required by Seattle Ordinance No. 125429 and joint SDCI Director's Rule 4-2018 / DON Director's Rule 1-2018. While the Rule contains the specific requirements and process for early community outreach, this document helps provide examples of how outreach could be planned and documented to meet the intent and requirements of the Rule.

TABLE A. SAMPLE OUTREACH PLANS

| | SAMPLE OUTREACH PLAN | SAMPLE OUTREACH PLAN | SAMPLE OUTREACH PLAN | SAMPLE OUTREACH PLAN | SAMPLE OUTREACH PLAN | SAMPLE OUTREACH PLAN |
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| | #1 | #2 | #3 | #4 | #5 | #6 |
| | (Townhouse Scenario) | (Small Apt Building Scenario) | (Medium Apt Building Scenario) | (Large Apt Building Scenario) | (Highrise Scenario) | (Affordable Housing Scenario) |
| In-Person | MULTI-PRONGED METHODS: | HIGH-IMPACT METHOD: | MULTI-PRONGED METHODS: | HIGH-IMPACT METHOD: | HIGH-IMPACT METHOD: | HIGH-IMPACT METHOD*: |
| Outreach | Door-to-door canvassing/visits (to homes and businesses within a 500 ft radius at least seven days in advance of the first drop-in hours) Drop-in hours at local venue (open to the general public) | Focus Group (open to representatives of community organizations registered on DON's Community Connector or listed in DON's Neighborhood Snapshot) | Brief presentation at a local community organization's regular meeting (org is registered on DON's Community Connector or listed in DON's Neighborhood Snapshot and meeting is open to the general public) Drop-in hours at a local venue that is open to the public | Guided community site walk (open to the general public) | Co-host a community meeting with a community organization (org is registered on DON's Community Connector or listed in DON's Neighborhood Snapshot and meeting is open to the general public) | Presentation at a local community organization's meeting (org is registered on DON's Community Connector or listed in DON's Neighborhood Snapshot and meeting is open to the general public) * Note: This method is only high-impact for affordable housing projects conducting outreach for OH |
| Digital Outreach | MULTI-PRONGED METHODS: Basic project webpage Project hotline (with information about project and voicemail option) ALSO: Project emailed to DON staff to be posted on Early Outreach Blog before all other outreach begins Drop-in hours events added to DON's "Early Outreach for Design Review" calendar (by applicant) seven days in advance | MULTI-PRONGED METHODS: Basic project webpage Emails to project distribution list (and community organizations identified by DON) ALSO: Project emailed to DON staff to be posted on Early Outreach Blog before all other outreach begins | HIGH-IMPACT METHOD: Online survey ALSO: Project emailed to DON staff to be posted on Early Outreach Blog before all other outreach begins Both events are added to DON's "Early Outreach for Design Review" calendar (by applicant) seven days in advance | MULTI-PRONGED METHODS: Basic project webpage Post on a local, online news outlet (promote project webpage and site walk) ALSO: Project emailed to DON staff to be posted on Early Outreach Blog before all other outreach begins Guided site walk event added to DON's "Early Outreach for Design Review" calendar (by applicant) 14 days in advance | HIGH-IMPACT METHOD: Interactive project website (multiple pages with public commenting function) ALSO: Project emailed to DON staff to be posted on Early Outreach Blog before all other outreach begins DON's "Early Outreach for Design Review" calendar (by applicant) 14 days in advance | MULTI-PRONGED METHODS: Basic project webpage Email to community organizations identified by DON ALSO: Project emailed to DON staff to be posted on Early Outreach Blog before all other outreach begins Presentation at community org meeting added to DON's "Early Outreach for Design Review" calendar (by applicant) seven days in advance |
| Printed Outreach | HIGH-IMPACT METHOD: Door to door flyer (delivered to homes and businesses within a 500 ft radius at least seven days in advance of drop-in hours, promotes the project webpage, project hotline number, and drop-in hours) | HIGH-IMPACT METHOD: 10 posters in neighborhood (hung within ½ mile of the site and promote the project webpage, five are visible from the street) | HIGH-IMPACT METHOD: Door to door fact-sheet (delivered to homes and businesses within a 500 ft radius at least seven days in advance of both in-person events, promotes the survey and in-person events) | HIGH-IMPACT METHOD: Direct mailing (to homes and businesses within a 500 ft radius at least 14 days in advance of site walk event, promotes project webpage and site walk) | MULTI-PRONGED METHODS: Sign posted on site Advertisement in local print paper (Both include basic project information and promote the interactive project website and community meeting) | HIGH-IMPACT METHOD: Direct mailing (to homes and businesses within a 500 ft radius at least seven days in advance of in- person event, promotes project webpage and community org meeting) |

TABLE B. OUTREACH CONDUCTED FOR SPECIFIC PROJECT SCENARIOS

| | SCENARIO FOR SAMPLE PLAN #1 | SCENARIO FOR SAMPLE PLAN #2 | SCENARIO FOR SAMPLE PLAN #3 | SCENARIO FOR SAMPLE PLAN #4 | SCENARIO FOR SAMPLE PLAN #5 | SCENARIO FOR SAMPLE PLAN #6 |
|-------------|---------------------------------|--------------------------------------------|--------------------------------------|----------------------------------------|-----------------------------------------|-----------------------------------------|
| | (Townhouses) | (Small Apartment Building) | (Medium Apartment Building) | (Large Apartment Building) | (Highrise) | (Affordable Housing) |
| Scenario | West Seattle | Capitol Hill Pike/Pine Corridor (Vicinity) | Crown Hill | Columbia City | Belltown / South Lake Union | University District |
| Project | Approx. 8,000 sf / 6 townhouses | Approx. 17,000 sf / 20 apartments | Approx. 50,000 ft / 40-50 apartments | (located in an Equity Area) | Approx. 500,000 sf / 30 stories | Approx. 40,000 sf / 60 apartments |
| Description | 3 stories | 4 stories | 5 stories | Approx. 100,000 sf / 80-100 apartments | Hotel with several floors of condos and | 7 stories |
| | Residential arterial | Residential arterial near retail corridors | Corner of commercial arterial, | 6 stories | ground-floor retail | Side street in a mixed-use area |
| | | Green component | bordering residential | Commercial arterial, bordering | Mixed use, very dense area | Affordable Housing (100%) |
| | | | Mixed use, some live/work | residential | | Non-Profit Developer using public funds |
| | | | MFTE (affordable housing) component | Mixed use / ground-floor retail | | |

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| | SCENARIO FOR SAMPLE PLAN #1 (Townhouses) | SCENARIO FOR SAMPLE PLAN #2 (Small Apartment Building) | SCENARIO FOR SAMPLE PLAN #3 (Medium Apartment Building) | SCENARIO FOR SAMPLE PLAN #4 (Large Apartment Building) | SCENARIO FOR SAMPLE PLAN #5 (Highrise) | SCENARIO FOR SAMPLE PLAN #6 (Affordable Housing) |
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| In-Person | MULTI-PRONGED METHODS: | HIGH-IMPACT METHOD: | | HIGH-IMPACT METHOD: | HIGH-IMPACT METHOD: | HIGH-IMPACT METHOD*: |
| In-Person Outreach | MULTI-PRONGED METHODS: Door-to-door canvassing/visits to homes and businesses within 500 ft radius of project at least seven days before the first drop-in hours event. Leaves a printed flyer on each stoop. Hosts drop-in hours in a small meeting room at the local library for one hour on two weekday evenings. Basic project information is printed out for reference. A member of the project team is available to answer questions and hear feedback. | HIGH-IMPACT METHOD: Hosts a 2-hour focus group on a weekday evening in a nearby meeting space (found on DON's Spacefinder). Invites representatives of the following community organizations (orgs are registered on DON's Community Connector or listed in DON's Neighborhood Snapshot) to attend: Community council Local land use group Local cultural organization Local business support org After reaching out to DON for other suggestions, invites green building advocacy group as well. Email invitations are sent two weeks in advance and include link to the project webpage. At the meeting, group discusses site and two members of project team ask questions intended to solicit priorities and concerns. | MULTI-PRONGED METHODS: Contacts a local community organization (org is registered on DON's Community Connector or Neighborhood Snapshot) asking to be on the agenda at their next monthly meeting. At the meeting, held on a weekday evening and open to the general public, two members of the project team present basic project info for 10 minutes then answers questions and hears feedback for 10 minutes. Hosts drop-in hours at a local bakery or cafe for two hours on a Saturday afternoon. Coffee is provided. Basic project information is printed out for reference. Two members of the project team are available to answer questions and hear feedback. | HIGH-IMPACT METHOD: Hosts a 1-hour community site walk on a Sunday afternoon. Walk is open to the general public and focuses on the view of the site from the sidewalk in front of the site, the view of the site from across the street, and the edges of the site. At DON suggestion, site walk does not include very challenging terrain that would create accessibility issues, and a voice amplifier is used. Due to location in an Equity Area, DON suggests holding the site walk on the weekend, providing basic refreshments (water and juice/lemonade), and making the event family-friendly. | HIGH-IMPACT METHOD: Co-hosts a 2-hour open house with the local Community Council (org is registered on DON's Community Connector or listed in DON's Neighborhood Snapshot). Event is open to the general public and is held on a weekday evening in a community space near the project site (found on DON's Spacefinder). Large comment boards (24x36 inches) are used to share information and collect community feedback. Three members of the project team and three members of Community Council are available to answer questions and help record feedback. Event is cross- promoted by Community Council. | HIGH-IMPACT METHOD*: Contacts a local community organization (registered on DON's Community Connector or listed in DON's Neighborhood Snapshot)) asking for 20 minutes on the agenda at their next meeting. At the meeting, held on a weekday evening and open to the general public, two members of project team present basic project info for 10 minutes then answer questions and hear feedback for 10 minutes. * Note: This method is high-impact only for affordable housing projects required to conduct additional outreach by the Office of Housing |
| Digital Outreach | MULTI-PRONGED METHODS: Basic project webpage is published/ live by the time the door-to-door canvassing occurs. Webpage has basic project info and project hotline number and promotes drop-in hours. Project hotline with recorded, current information about project, how to find webpage, info on upcoming drop-in hours, and option to leave voicemail. Hotline is set up by the time the door- to-door canvassing occurs. ALSO: Project emailed to DON staff to be posted on Early Outreach Blog before all other outreach begins Drop-in hours events are added to DON's "Early Outreach for Design Review" calendar" (by applicant) at least seven days in advance | MULTI-PRONGED METHODS: Basic project webpage is published/ live by the time the focus group invitations are sent and the posters go up. Webpage has basic project info and opportunity to sign up for project email distribution list for updates. Emails to distribution list and community orgs. First email is sent after the focus group meeting, to summarize the feedback heard from the focus group. Recipients are encouraged to forward email on to their networks. A second email is sent just before submitting EDG application to provide basic information on next steps for design review. ALSO: Project emailed to DON staff to be posted on Early Outreach Blog before all other outreach begins | HIGH-IMPACT METHOD: Creates online survey that provides very basic background information on the project, asks eight questions intended to solicit priorities and concerns. Survey is published/live before fact-sheet is delivered and open for at least 21 days. ALSO: Project emailed to DON staff to be posted on Early Outreach Blog before all other outreach begins Drop-in hours event and community organization meeting is added to DON's "Early Outreach for Design Review" calendar seven days in advance | MULTI-PRONGED METHODS: Basic project webpage is published/ live by the time the news outlet post goes up and the direct mail postcard goes out. Webpage has basic project info and promotes community site walk. Posts information about project and community site walk on a local, online news outlet. Includes link to project webpage. News outlet method is suggested by DON staff due to location in an Equity Area and the broad audience reached. ALSO: Project emailed to DON staff to be posted on Early Outreach Blog before all other outreach begins Community site walk is added to DON's "Early Outreach for Design Review" calendar seven days in advance | HIGH-IMPACT METHOD: Interactive project website is published/ live by the time the large sign goes up and newsletter goes out. Website includes a landing page and multiple sub-pages with project email distribution list sign-up, ways to share comments online, background information, project goals, and easy to understand graphics. The website also promotes the upcoming open house. ALSO: Project emailed to DON staff to be posted on Early Outreach Blog before all other outreach begins Community meeting added to DON's "Early Outreach for Design Review" calendar (by applicant) 14 days in advance | MULTI-PRONGED METHODS: Basic project webpage is published/ live by the time the direct mailing and email to distribution list are sent Email to distribution list that includes community-based organizations registered on DON's Community Connector or listed in DON's Neighborhood Snapshot, sent at least two weeks before in-person event. Includes link to project webpage and promotes upcoming in-person event. ALSO: Project emailed to DON staff to be posted on Early Outreach Blog before all other outreach begins Presentation at community org meeting is added to DON's "Early Outreach for Design Review" calendar (by applicant) seven days in advance |



| | SCENARIO FOR SAMPLE PLAN #1 | SCENARIO FOR SAMPLE PLAN #2 | SCENARIO FOR SAMPLE PLAN #3 | SCENARIO FOR SAMPLE PLAN #4 | SCENARIO FOR SAMPLE PLAN #5 | SCENARIO FOR SAMPLE PLAN #6 |
|----------|-------------------------------------------|-----------------------------------------------------------|------------------------------------------------------|-----------------------------------------|---------------------------------------|-------------------------------------------------|
| | (Townhouses) | (Small Apartment Building) | (Medium Apartment Building) | (Large Apartment Building) | (Highrise) | (Affordable Housing) |
| Printed | HIGH-IMPACT METHOD: | HIGH-IMPACT METHOD: | HIGH-IMPACT METHOD: | HIGH-IMPACT METHOD: | MULTI-PRONGED METHODS: | HIGH-IMPACT METHOD: |
| Outreach | • Door to door flyer (half page) dropped | 10 posters (11x17 inches) hung in the | Door to door (8.5x11) fact-sheet | • Direct mailing postcard (via Postal | • One 3x6 ft colorful vinyl poster is | Direct mailing to homes and |
| | off at homes and businesses within a | following locations within ½ mile of | delivered to homes and businesses | Service) sent to addresses (homes, | printed and posted near the sidewalk | businesses within a 500 ft radius at |
| | 500 ft radius of site at least seven days | the project: one in the window of the | within a 500 ft radius of the site at | individual apartments, and | at the site at least 14 days before | least seven days before community |
| | before the first drop-in event. Flyer | restaurant down the street, four on | least seven calendar days in advance | businesses) within a 500 ft radius from | open house. It contains basic project | org's meeting. Includes basic project |
| | includes project info and the web | utility poles within a block of the site, | of both in-person events. Fact sheet | the site at least 14 calendar days | information and URL/address to the | information and project webpage |
| | URL/address to the basic project | one on a bulletin board in the local | promotes the online survey, the | before the site walk. Postcard includes | interactive project website and | URL/address and promotes |
| | webpage and promotes the drop-in | library, and four inside other nearby | upcoming drop-in hours event, and | basic project info and URL/address to | promotes the upcoming open house. | community org's meeting. |
| | hours event. | businesses. Posters includes basic | the upcoming community org's | the project webpage and promotes | • Publishes a small ad in a | |
| | | project info and URL/address to the | meeting. | site walk event. Direct mailing method | neighborhood monthly print paper at | |
| | | project webpage. Also let people | | was suggested by DON staff due to | least two weeks before open house. | |
| | | know they can sign up for email | | location in an Equity Area and the | Promotes upcoming open house and | |
| | | updates on the webpage. Posters are | | prevalence of apartment/renter | provides the URL/address for the | |
| | | hung at the same time that focus | | households in the vicinity. | interactive project website. | |
| | | group members are contacted. | | | | |

TABLE C. DOCUMENTATION SUBMITTED TO DEPARTMENT OF NEIGBHORHOODS

| | DOCUMENTATION FOR SCENARIO #1 | DOCUMENTATION FOR SCENARIO #2 | DOCUMENTATION FOR SCENARIO #3 | DOCUMENTATION FOR SCENARIO #4 | DOCUMENTATION FOR SCENARIO #5 | DOCUMENTATION FOR SCENARIO #6 |
|-------------|---------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------|--------------------------------------------------------|----------------------------------------------------------|
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| Description | 3 stories | 4 stories | 5 stories | Approx. 100,000 sf / 80-100 apartments | Hotel with several floors of condos and | 7 stories |
| - | Residential arterial | Residential arterial near retail corridors | Corner of commercial arterial, | 6 stories | ground-floor retail | Side street in a mixed-use area |
| | | Green component | bordering residential, some live/work | Commercial arterial, bordering | Mixed use, very dense area | Affordable Housing (100%) |
| | | | MFTE (affordable housing) component | residential, ground-floor retail | | Non-Profit Developer using public funds |
| In-Person | Copy of sign-in sheets from drop-in | • Copy of email inviting community orgs | Copy of sign-in sheet from drop-in | Copy of applicant notes from | • Copy of sign-in sheet from open house | Copy of agenda from community org's |
| Outreach | events | to attend focus group | event | community site walk | | meeting |
| | Copy of map showing the area | • Copy of sign in sheet from focus group | Copy of agenda from community org's | | | |
| | canvassed | meeting | meeting | | | |
| Digital | Webpage address and screen shot | Copy of two emails sent and | Survey URL/address and screen | News outlet post URL/address and | Website address and screen shot | Webpage address and screen shot |
| Outreach | /print-out | distribution list | shot/print-out | screen shot/ print-out | /print-out | /print-out |
| | • Hotline phone number and transcript | Webpage address and screen shot | | Webpage address and screen shot | | • Copy of email sent and distribution list |
| | of out-going message(s) | | | | | |
| Printed | Digital copy of flyer | Photo of the posters on-site at five | Digital copy of fact sheet | Digital copy of direct mail postcard | Photo of large sign posted on site | Digital copy of direct mail postcard |
| Outreach | • Map showing the area that received | venues/locations | Map showing the area that received | • Map showing the area that received | Digital copy of local print ad and | Map showing the area that received |
| | the flyer | Addresses of all poster locations | the fact sheet | direct mailing | distribution area | direct mailing |
| Summary | One-page list of outreach methods | One-page list of outreach methods | One-page list of outreach methods | One-page list of outreach methods | One-page list of outreach methods | One-page list of outreach methods |
| of | used. Includes a sentence describing | used. Includes a sentence describing | used. Includes a sentence describing | used. Includes a sentence describing | used. Includes a sentence describing | used. Includes a sentence describing |
| Outreach | each method and the associated | each method and the associated | each method and the associated | each method and the associated | each method and the associated | each method and the associated |
| Plan | dates. Includes a brief description of | dates, and a brief description of how | dates, and a brief description of how | dates, and a brief description of how | dates, and a brief description of how | dates, and a brief description of how |
| | how people were directed to the | people were directed to the project | people were directed to the online | people were directed to the project | people were directed to the project | people were directed to the project |
| | project webpage. | webpage. | survey. | webpage. | website. | webpage. |
| Summary | • One-page summary of feedback heard | One-page summary of feedback heard | One-page summary of feedback heard | • One-page summary of feedback heard | • One-page summary of feedback heard | One-page summary of feedback heard |
| of | during drop-in hours, door-to-door | from focus group and via email | at local community org meeting, | at site walk and received via email. | at open house, through interactive | at community org meeting and via |
| Feedback | canvassing, voicemails on hotline, and | | during drop-in hours, through online | | project website, and via email | email |
| | via email | | survey, and via email | | | |