SDCI	**Director's Rule 4-2018**
DON	**Director's Rule 1-2018**

Applicant:	Page	Supersedes:
City of Seattle Department of Construction & Inspections Department of Neighborhoods	1 of 8	n/a
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Subject:	Code and Section Reference:
	Chapter 23.41 SMC
Early Community Outreach for Design Review	**Type of Rule:** Code Interpretation and Procedures
	Ordinance Authority: SMC 3.06.040 & 3.35.040

Index:	Approved Date
City of Seattle Land Use Code	_____ Nathan Torgelson, Director, SDCI
	Approved Date
	_____ Kathy Nyland, Director, DON

RULE AUTHORITY:
Seattle Municipal Code subsections 23.41.014.B, 23.41.016.B, and 23.41.018.B.

BACKGROUND:
Seattle Ordinance No. 125429 added requirements to Chapter 23.41 SMC that all projects going through Streamlined, Administrative, or Full Design Review shall conduct community outreach. Specifically, applicants shall prepare a community outreach plan and document compliance with the community outreach plan before the early design guidance (EDG) meeting can be scheduled.

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The purpose of the community outreach plan (hereafter "plan") is to identify the outreach methods an applicant will use to establish a dialogue with nearby communities early in the development process in order to share information about the project, better understand the local context, and hear community interests and concerns related to the project. The plan shall include printed, electronic/digital, and in-person outreach methods.

The documentation of compliance with the outreach plan shall include a summary of the outreach completed, including a list and description of the outreach methods used, the dates associated with each outreach method, a summary of what the applicant heard from the community when conducting outreach, and materials to demonstrate that the outreach was conducted.

Subsections 23.41.014.B.4, 23.41.016.B.4, and 23.41.018.B.4 SMC authorize the Director of the Department of Construction and Inspections (SDCI) to adopt a rule establishing:
> 1) what constitutes a community outreach plan, and
> 2) how compliance shall be documented.

Applicants that are required to or elect to go through Streamlined, Administrative, or Full Design Review (Chapter 23.41 SMC) and who submit a complete application for Early Design Guidance (hereafter "EDG") on or after July 1, 2018 shall comply with this Rule. For the purposes of this Rule, an EDG application is considered complete when materials have been screened and approved, SDCI receives confirmation from Department of Neighborhoods (DON) of compliance with Community Outreach requirements, and submittal fees have been paid. Applicants that have submitted a complete EDG application prior to July 1, 2018 are not required to comply with this Rule.

The procedures and requirements contained in this Rule will be evaluated after they have been in effect for one year, or as otherwise determined necessary or appropriate by SDCI and DON. The map in the appendix should be evaluated and updated with new data every three years.

RULE:

I. General Standards for a Community Outreach Plan
    A. Overarching Goal. The purpose of these requirements is to ensure that applicants provide early notice to the local community that a project is being planned as well as opportunity for the local community to engage in a dialogue with the applicant about the project. While some types of outreach methods may serve both of these functions simultaneously, applicants should select a complementary set of outreach strategies so that a balanced approach to notification and opportunity for dialogue is achieved in all outreach plans.
    B. Further, the intent of this outreach is to be inclusive of interested parties to allow for a diversity of neighborhood perspectives to be heard. Note that any

notice or public meeting or public hearings that are required or optional per Chapter 23.76 SMC, Chapter 23.60 SMC and Chapter 25.05 SMC are not sufficient to meet early community outreach plan requirements. This early community outreach plan requirement is in addition to any requirements set out in Chapter 23.76 SMC, Chapter 23.60 SMC, and Chapter 25.05 SMC.

C. Applicants shall submit their contact information to DON before they begin their outreach, to be posted in a publicly available location.

D. Types of Outreach. Each outreach plan shall contain at least 3 different types of outreach methods: printed, digital, and in-person, as detailed below in Section II.

E. Equity Areas. Applicants for Design Review projects located in neighborhoods identified by this Rule as "Equity Areas" shall work with DON to customize their plan to the needs of historically underrepresented communities, as described below in Section V. Equity Areas are identified based on local demographic and socioeconomic characteristics. Equity Areas are census tracts having a census-tract average greater than the city-as-a-whole average for at least two of the following characteristics:

1. Limited English proficiency, identified as percentage of households that are linguistically isolated households.
2. People of Color, identified as percentage of the population that is not non-Hispanic white; and
3. Income, identified as percentage of population with income below 200% of poverty level.

F. Conducting outreach. All outreach shall be conducted by the applicant or their representative no more than one year in advance of submitting their EDG application, unless otherwise approved by DON. The role of City staff is to share information, provide feedback and guidance in developing culturally sensitive plans, and confirm completion of community outreach. DON and SDCI staff will not conduct any of the outreach activities. Applicants may conduct outreach at a City-sponsored event if approved by DON.

II. Outreach Methods Need for the Plan

A. For each of the 3 types of outreach set forth in I.D, above, an applicant shall choose a minimum of 1 high-impact method or 2 multi-pronged methods, as set forth below:

1. Printed outreach:

High-Impact Methods	Multi-Pronged Methods
a. Door-to-door fact sheet or flyers distributed to all residences and businesses within a 2-block radius of the proposed site. b. Posters hung in Local Businesses, Community Centers, or other publicly accessible venues, with a	a. Ad or notice in Local Print Newsletters b. Sign(s) posted on site that are readable from the sidewalk

minimum of 10 locations up to a half mile away where at least half of the posters are visible from the street. c. Direct mailings to all residences and businesses within approximately 800 ft radius of the proposed site.	

2. Electronic/digital outreach:

High-Impact Methods	Multi-Pronged Methods
a. Online survey b. Project Hotline (Information & Voicemail) c. Interactive project website (with public commenting function)	a. Basic project webpage b. Email to distribution list that includes community stakeholder groups identified by DON c. Post on Local Blog or in Digital Newsletter that includes information on how to submit comments directly to the project applicant

3. In-person outreach:

High-Impact Methods	Multi-Pronged Methods
a. Focus group of local stakeholders identified in consultation with DON, including business support organizations and cultural organizations, where relevant b. Guided tour or site walk c. Hosting or co-hosting a community meeting	a. Drop-in hours at business, community center, or other venue near site b. Staffed "Pop-Up" event near site c. Table at community event or festival d. Presenting at an established community group's meeting

B. Other methods of written, digital, or in-person outreach may be approved by DON where the other methods would achieve the goals associated with the plan.

III. Requirements for each type of outreach

All outreach conducted shall meet the following standards:

A. All printed outreach materials shall:
1. include a brief summary of the proposal;
2. include the address of the project/property and the SDCI project number, if available;
3. identify a contact person for the project;
4. provide an email address, survey link, phone number, or alternate way of providing feedback on the project directly to the applicant; and

     5. identify information regarding where additional information about the project can be found.

B. All electronic/digital outreach materials shall:
1. include a brief summary of the proposal;
2. include the address of the project/property and the SDCI project number, if available;
3. identify a contact person for the project;
4. provide an email address, survey link, phone number, or alternate way of providing feedback on the project directly to the applicant;
5. include where any additional information about the project can be found;
6. be publicized at using at least one printed outreach method, as applicable; and
7. be publicly available for a minimum of 21 days.

C. All in-person outreach events shall be:
1. Open to the general public and publicized at least 14 days in advance using at least one electronic/digital outreach method and one printed outreach method; or
2. Open to representatives of community stakeholder groups with at least 14 days notice.

IV. <u>Feedback on Outreach Plans</u>
A. Required feedback. Applicants for Design Review projects located in neighborhoods identified by this Rule as "Equity Areas" shall work with DON to customize their community outreach plan, as described below in Section V.
B. Voluntary feedback. Applicants may, at their discretion, share their plans with DON and SDCI staff in advance of conducting outreach.
1. SDCI staff may provide feedback on the relationship of the plan to the Design Review process at the pre-submittal conference.
2. DON staff may provide up to one hour of consultation on:
    a. For projects located outside of an Equity Area, strategies to customize outreach to historically underrepresented communities;
    b. Outreach methods not listed in Section II, above; or
    c. Completeness of plan with respect to the requirements in this Rule.

V. <u>Additional Requirements for Outreach Plans for projects located in "Equity Areas"</u>
A. Applicants for a project located in an Equity Area for Design Review shall work with DON staff to prepare an outreach plan that is customized to the needs of historically underrepresented communities within the local population and includes outreach practices that are culturally sensitive, responsive and acknowledge and address barriers to participation. The type of outreach and the number of outreach methods required shall be as described above in Sections I, II, and III.
B. Feedback required
1. Applicants in Equity Areas shall share their community outreach plans with DON staff. Staff will review the plan and may recommend

modifications to proposed outreach methods or alternate outreach methods better suited to reach underrepresented groups near the project site. This may include translation of materials, contacting ethnic media, or other strategies to address barriers to participation.

2. In some instances, staff may be able to connect applicants with formal/informal leaders of underrepresented communities, or other useful contacts or resources for conducting outreach.

3. Timing of feedback. Applicants are encouraged, but not required, to submit plans to DON staff in advance of conducting any outreach. Applicants that begin outreach before obtaining DON feedback run the risk of having to duplicate outreach efforts or provide additional outreach methods in order to respond to feedback from DON staff.

VI. Documentation

A. Forms of Documentation

1. Applicants shall submit documentation to DON to demonstrate that they carried out a community outreach plan. The documentation shall include:
   a. A brief summary of the community outreach plan, including a list and brief description of the outreach types and methods used and the dates that each outreach method was conducted;
   b. A brief summary of what the applicant heard from the community when conducting outreach; and
   c. Sufficient materials to demonstrate that each outreach method was conducted.

2. For printed outreach methods, documentation materials shall include:
   a. Copy of mailed notice and address list;
   b. Copy of newsletter or flyer and distribution area or route; or
   c. Photos of signs or posters and locations of posting.

3. For electronic/digital outreach, documentation materials shall include:
   a. Copy of (and hyperlink to) blog post, digital newsletter, online survey, or project webpage and how people were informed or directed to these resources; or
   b. Copy of email(s) sent and distribution list for email(s)

4. For in-person outreach, documentation materials shall include:
   a. Copy of sign-in sheet, agenda, or applicant notes from meeting/ event; and
   b. Photo of comment boards from meeting/event or of audience/attendees at meeting/event.

5. DON staff may request any other materials necessary to demonstrate that required outreach was conducted.

B. Submittal. Applicants shall submit the required documentation to DON staff. Submissions may be made by email or mail and should clearly indicate the SDCI project number and the address of the project/property. Applicants are encouraged, but not required to keep project webpages and other types of digital outreach available through the Design Review process. Any online resources

that remain available after the documentation is submitted should direct the public to the City for additional comments.

C. Confirmation. DON staff will review documentation and provide SDCI and the applicant with final confirmation that outreach has been completed. Once compliance with the plan has been confirmed by DON staff and documentation has been provided to SDCI, SDCI staff may accept the EDG application and proceed to scheduling the EDG meeting. All documentation will be posted under the application number in a publicly available location.

D. Enforcement. Any documentation that is identified by DON staff as having misrepresented the types or dates of outreach that occurred shall be resubmitted to DON by the applicant and reconfirmed by DON. In instances which DON has already provided SDCI with final confirmation that outreach has been completed, DON will notify SDCI in writing, the review of the EDG application will stop, and any scheduled EDG meeting will be canceled. The review of the EDG application and scheduling of an EDG meeting will continue after sufficient documentation has been resubmitted to DON by the applicant, verified by DON, and SDCI receives DON confirmation.

E. Early Design Guidance. Applicants shall include a summary of the design-related feedback they heard during their community outreach as part of their final EDG packet. While a collaborative approach is encouraged between the applicant and the community, the applicant is not required to incorporate any specific community feedback into the project's design. Comments and discussion presented at the Design Review meetings should focus on compliance with the established design guidelines. Applicants may, at their discretion, respond directly to the community about any feedback that is not related to Design Review.

Map of Equity Areas for Design Review

This map is intended to identify the census tracts where the additional requirements for customized early outreach, described above, would apply.

Equity Areas for Design Review

SDCI DR 4-2018
DON DR 1-2018

Legend
(map numbers are census tract identifiers)

- Customized Early Outreach Areas
- All Other Areas

Equity areas are census tracts having a census-tract average greater than the city-as-a-whole average for at least two of the following datasets:

People of Color
(Population of a race and ethnicity other than White alone, not Hispanic/Latino)

Limited English Proficiency
(Households that are limited English speaking households)

Income
(Population with income less than 200% of federal poverty level)

Data Source:
American Community Survey
2016 Five-Year Estimates
U.S. Census Bureau

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