

**EXAMPLES OF EARLY COMMUNITY OUTREACH PLANS FOR DESIGN REVIEW May 2018 Draft**

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 proposed joint SDCI Director’s Rule 4-2018 / DON Director’s Rule 1-2018. While the proposed 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.

**EXAMPLES OF OUTREACH PLANS DESIGNED TO MEET THE PROPOSED DIRECTOR’S RULE**

	OUTREACH PLAN OPTION 1	OUTREACH PLAN OPTION 2	OUTREACH PLAN OPTION 3	OUTREACH PLAN OPTION 4
<b>In-Person Outreach</b>	HIGH-IMPACT METHOD: <ul style="list-style-type: none"> <li>Focus Group with local stakeholders, such as members of groups registered on DON’s Community Connector</li> </ul>	HIGH-IMPACT METHOD: <ul style="list-style-type: none"> <li>Community site walk</li> </ul>	MULTI-PRONGED METHODS: <ul style="list-style-type: none"> <li>Presentation at a local community group’s regularly-scheduled meeting (group is registered on DON’s Community Connector)</li> <li>Drop-in hours at a local venue open to the public</li> </ul>	HIGH-IMPACT METHOD: <ul style="list-style-type: none"> <li>Co-host a public meeting with one or more community groups who are registered on DON’s Community Connector</li> </ul>
<b>Digital Outreach</b>	MULTI-PRONGED METHODS: <ul style="list-style-type: none"> <li>Emails to project distribution list and community stakeholder groups identified by DON</li> <li>Basic webpage with project info</li> </ul> FOR ALL PROJECTS: <ul style="list-style-type: none"> <li>Project info posted to DON Early Outreach Blog (by DON)</li> </ul>	MULTI-PRONGED METHODS: <ul style="list-style-type: none"> <li>Post on a local, online news outlet</li> <li>Basic webpage with project info</li> </ul> FOR ALL PROJECTS: <ul style="list-style-type: none"> <li>Project info posted to DON Early Outreach Blog (by DON)</li> </ul>	HIGH-IMPACT METHOD: <ul style="list-style-type: none"> <li>Online survey (open for a minimum of 3 weeks)</li> </ul> FOR ALL PROJECTS: <ul style="list-style-type: none"> <li>Project info posted to DON Early Outreach Blog (by DON)</li> </ul>	HIGH-IMPACT METHOD: <ul style="list-style-type: none"> <li>Interactive project website with commenting function</li> </ul> FOR ALL PROJECTS: <ul style="list-style-type: none"> <li>Project info posted to DON Early Outreach Blog (by DON)</li> </ul>
<b>Printed Outreach</b>	HIGH-IMPACT METHOD: <ul style="list-style-type: none"> <li>10 Posters in neighborhood (5 are visible from the street, all include website URL)</li> </ul>	HIGH-IMPACT METHOD: <ul style="list-style-type: none"> <li>Direct mailing to homes and businesses within an 800 ft radius that includes project webpage link/URL and site walk information with at least 14 calendar days’ notice for the site walk</li> </ul>	HIGH-IMPACT METHOD: <ul style="list-style-type: none"> <li>Door to door fact-sheet delivered to homes and businesses within a minimum 2-block radius of site that includes a link to the survey and in-person event info with at least 14 calendar days’ notice</li> </ul>	MULTI-PRONGED METHODS: <ul style="list-style-type: none"> <li>Signs posted on site that includes basic project information and promotes the interactive project website and in-person event.</li> <li>Notice/advertisement in local print paper</li> </ul>

**EXAMPLES OF OUTREACH CONDUCTED FOR SPECIFIC PROJECT SCENARIOS**

	Example Scenario for Option 1	Example Scenario for Option 2	Example Scenario for Option 3	Example Scenario for Option 4
<b>Example Project Description</b>	Capitol Hill Pike/Pine Corridor (Vicinity) Approx. 17,000 sf / 20 apartments / 4 stories Residential arterial near retail corridors, very urban Green component	Columbia City (located in an Equity Area) Approx. 100,000 sf / 70-90 apartments / 6 stories Ground-floor retail, housing above Commercial zoning along arterial, bordering residential	Crown Hill Approx. 50,000 ft / 40-50 apartments / 5 stories Live/Work on ground floor Commercial zoning along arterial, bordering residential MFTE (affordable housing) component	Belltown / South Lake Union High-rise / Approx. 40 stories Hotel with several floors of condos and ground-floor retail
<b>In-Person Outreach</b>	HIGH-IMPACT METHOD: <ul style="list-style-type: none"> <li>Invites representatives of the following stakeholders (identified in consultation with DON staff) to attend a 2-hour focus group in a meeting room near the site on a weekday evening.:               <ul style="list-style-type: none"> <li>Community council</li> <li>Local land use group</li> <li>Local renters group</li> <li>Local cultural organization</li> <li>Local business support organization</li> <li>Green building advocacy group</li> </ul> </li> </ul> Email invitations are sent two weeks in advance and include link to project webpage. At the meeting, discuss site and ask questions intended to solicit priorities and concerns.	HIGH-IMPACT METHOD: <ul style="list-style-type: none"> <li>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 a mapped Equity Area, DON suggests holding the site walk on the weekend and providing daycare during the site walk.</li> </ul>	MULTI-PRONGED METHODS: <ul style="list-style-type: none"> <li>Contacts a local community group (registered on DON’s Community Connector) asking to be on the agenda at their next meeting. At the meeting, held on a weekday evening and open to the general public, presented basic project info for 5 minutes then answered questions and heard feedback for 10 minutes.</li> <li>Hosted drop-in hours at a local bakery or cafe for two hours on a Saturday morning. Two members of the project team are available to answer questions and hear feedback.</li> </ul>	HIGH-IMPACT METHOD: <ul style="list-style-type: none"> <li>Co-hosts a 2-hour open house with the local Community Council. Event is open to the general public and is held on a weekday evening in a community space near the project site.</li> </ul>

	Example Scenario for Option 1	Example Scenario for Option 2	Example Scenario for Option 3	Example Scenario for Option 4
<b>Digital Outreach</b>	<p><b>MULTI-PRONGED METHODS:</b></p> <ul style="list-style-type: none"> <li>Basic webpage is posted 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 liststerv/updates.</li> <li>Email to distribution list/listservs. Email sent after focus group meeting, to summarize the feedback heard from the focus group. Second email sent just before submitting EDG application to provide basic information on next steps for design review.</li> </ul> <p><b>ALSO:</b></p> <ul style="list-style-type: none"> <li>Project info posted to DON Early Outreach Blog (by DON staff)</li> </ul>	<p><b>MULTI-PRONGED METHODS:</b></p> <ul style="list-style-type: none"> <li>Basic webpage is posted 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.</li> <li>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.</li> </ul> <p><b>ALSO:</b></p> <ul style="list-style-type: none"> <li>Project info posted to DON Early Outreach Blog (by DON staff)</li> </ul>	<p><b>HIGH-IMPACT METHOD:</b></p> <ul style="list-style-type: none"> <li>Creates online survey that provides very basic background information on the project, then asks a series of questions intended to solicit priorities and concerns. It also contains one open comment box. Survey is open for at least 21 days.</li> </ul> <p><b>ALSO:</b></p> <ul style="list-style-type: none"> <li>Project info posted to DON Early Outreach Blog (by DON staff)</li> </ul>	<p><b>HIGH-IMPACT METHOD:</b></p> <ul style="list-style-type: none"> <li>Interactive project website is posted by the time the large sign and newsletter go out. Website includes a landing page and multiple sub-pages with project email listserv sign-up, ways to share comments online, background information, project goals, and easy to understand graphics. The website also promotes the upcoming open house.</li> </ul> <p><b>ALSO:</b></p> <ul style="list-style-type: none"> <li>Project info posted to DON Early Outreach Blog (by DON staff)</li> </ul>
<b>Printed Outreach</b>	<p><b>HIGH-IMPACT METHOD:</b></p> <ul style="list-style-type: none"> <li>10 Posters (11x17) hung in the following locations around the neighborhood: 1 in the window of the restaurant down the street from the site, 4 on utility poles within a block of the site, 1 on a bulletin board in the local library, and 4 inside other local businesses. Posters includes basic project info and website link/URL. Also let people know they can sign up for email updates on the website. Posters are hung at the same time that focus group members are contacted.</li> </ul>	<p><b>HIGH-IMPACT METHOD:</b></p> <ul style="list-style-type: none"> <li>Direct mailing postcard (via Postal Service) to all addresses (homes, individual apartments, and businesses) within an 800 ft radius from the site. Includes project webpage link/URL and promotes site walk event. Sent 14 calendar days before the site walk. Direct mailing method was suggested by DON staff due to location in an Equity Area and the prevalence of apartment /renter households in the vicinity.</li> </ul>	<p><b>HIGH-IMPACT METHOD:</b></p> <ul style="list-style-type: none"> <li>Door to door fact-sheet delivered to homes and businesses within a 2-block radius of the site. Fact sheet promotes the online survey and the upcoming drop in hours. Also provides info on the upcoming community meeting. Fact sheet distributed at least 14 calendar days in advance of both in-person events.</li> </ul>	<p><b>MULTI-PRONGED METHODS:</b></p> <ul style="list-style-type: none"> <li>One 3x6 ft colorful vinyl poster is printed and posted near the sidewalk at the site. It contains basic project information and promotes the interactive project website and the upcoming public open house event.</li> <li>Publishes a small ad in a neighborhood monthly print paper. Advertises open house and provides the weblink for the interactive project website.</li> </ul>

**EXAMPLES OF DOCUMENTATION SUBMITTED TO DEPARTMENT OF NEIGHBORHOODS**

	Example Scenario for Option 1	Example Scenario for Option 2	Example Scenario for Option 3	Example Scenario for Option 4
<b>Example Project Description</b>	Capitol Hill Pike/Pine Corridor (Vicinity) Approx. 17,000 sf / 20 apartments / 4 stories Residential arterial near retail corridors, very urban Green component	Columbia City (located in an Equity Area) Approx. 100,000 sf / 70-90 apartments / 6 stories Ground-floor retail, housing above Commercial zoning along arterial, bordering residential	Crown Hill Approx. 50,000 ft / 40-50 apartments / 5 stories Live/Work on ground floor Commercial zoning along arterial, bordering residential MFTE (affordable housing) component	Belltown / South Lake Union High-rise (Approx. 40 stories) Hotel with several floors of condos and ground-floor retail
<b>In-Person Outreach</b>	<ul style="list-style-type: none"> <li>Sign in sheet and photo of comment boards from focus group meeting</li> </ul>	<ul style="list-style-type: none"> <li>Applicant notes and photo of group at site walk</li> </ul>	<ul style="list-style-type: none"> <li>Sign-in sheet and photo of comment board from drop-in event</li> <li>Agenda and photo of applicant presenting at community group's meeting</li> </ul>	<ul style="list-style-type: none"> <li>Sign-in sheet and photo of comment boards from open house</li> </ul>
<b>Digital Outreach</b>	<ul style="list-style-type: none"> <li>Copy of email sent and distribution list</li> <li>Webpage link/URL and screen shot</li> </ul>	<ul style="list-style-type: none"> <li>News outlet post link/URL and screen shot</li> <li>Webpage link/URL and screen shot</li> </ul>	<ul style="list-style-type: none"> <li>Survey link/URL and screen shot</li> </ul>	<ul style="list-style-type: none"> <li>Website link/URL and screen shot</li> </ul>
<b>Printed Outreach</b>	<ul style="list-style-type: none"> <li>Picture of the poster on-site at five of the venues and addresses and business names of all locations</li> </ul>	<ul style="list-style-type: none"> <li>Digital copy of direct mail postcard</li> <li>Map showing the area that received direct mailing</li> </ul>	<ul style="list-style-type: none"> <li>Digital copy of fact sheet</li> <li>Map showing the area that received the fact sheet</li> </ul>	<ul style="list-style-type: none"> <li>Photo of large sign posted on site</li> <li>Digital copy of local print ad and distribution area</li> </ul>
<b>Summary of Outreach Plan</b>	<ul style="list-style-type: none"> <li>One-page list of outreach methods used. Includes a sentence describing each method and the associated dates. Also includes a brief description of how people were directed to the project webpage.</li> </ul>	<ul style="list-style-type: none"> <li>One-page list of outreach methods used. Includes a sentence describing each method and the associated dates.</li> </ul>	<ul style="list-style-type: none"> <li>One-page list of outreach methods used. Includes a sentence describing each method and the associate dates. Also includes a brief description of how people were directed to the online survey.</li> </ul>	<ul style="list-style-type: none"> <li>One-page list of outreach methods used. Includes a sentence describing each method and the associated dates. Also includes a brief description of how people were directed to the project website.</li> </ul>
<b>Summary of Feedback</b>	<ul style="list-style-type: none"> <li>One-page summary of feedback heard at focus group meeting and received via email.</li> </ul>	<ul style="list-style-type: none"> <li>One-page summary of feedback heard at community site walk and received via email.</li> </ul>	<ul style="list-style-type: none"> <li>One-page summary of feedback heard at local community group meeting, during drop-in hours, through online survey, and received via email.</li> </ul>	<ul style="list-style-type: none"> <li>One-page summary of feedback heard at open house, through project website, and received via email.</li> </ul>