

Southeast Transportation Study Community Involvement Program

Project description

Goal: The goal of the Southeast Transportation Study (SETS) is to build on existing planning to provide a comprehensive, multimodal transportation plan for the area, to serve as a blueprint for financing and programming transportation improvements in Southeast Seattle over the next two decades.

Opportunity: Five light rail stations are now under construction in this community. The new stations and station areas will present exciting development opportunities while the light rail service itself will provide vastly improved accessibility for residents and businesses in the community. This study will identify a few immediately implementable high priority projects.

Geographic Area: Draft goals and objectives have been developed for the SETS that will help prioritize geographic areas for this study. Based on preliminary analysis, these areas include Rainier Ave S, major commercial and residential hubs such as Columbia City, Rainier Beach, Holly Park, Rainier Vista, Hillman City, major east-west connectors such as Henderson, Othello, Graham, Alaska, McClellan and a ½ mile radius around light rail stations.

Process: This DRAFT community involvement program outlines a range of possible activities that could occur during the course of the SETS project. The strategy will be further refined and finalized after the first meeting of the Core Community Team (CCT). Once the Draft Phase 1 products are complete (Existing Conditions Report and Preliminary Project Evaluation Criteria), the community involvement strategy will be revised to reflect the report findings and feasibility of implementing strategies based on project scope and budget.

Community Involvement Program

This document includes the following information:

- Community involvement principles
- Proposed project audiences – building on existing relationships
- SETS community involvement approach
- Match audiences to participation methods (to be further developed and refined towards conclusion of Phase 1)
- Schedule and implementation (to be further developed and refined towards conclusion of Phase 1)

Community involvement principles

- Support broad-based and meaningful participation in project design and decision making
- Engage community members that do not typically engage in public process including non-English speaking, seniors, and other non-traditional groups
- Ensure that key stakeholders and others in the study area are well informed about the Southeast Transportation Study (SETS)
- Provide an opportunity for community dialog and consensus building around the Mayor's vision and priorities for Southeast Seattle
- Develop consensus around, and support for, projects and programs identified in the SETS that can be implemented

The community

A Diverse community: Southeast Seattle is the City's most ethnically and culturally diverse community and includes many low-income and elderly households. About a dozen different languages are spoken by large numbers of people in the community and many other languages and dialects are spoken by smaller groups. The most common languages (other than English) are Chinese, Tagalog, Vietnamese, Spanish, and various African and Pacific Island dialects. Forty percent of the population in Southeast Seattle is foreign born (compared to approximately 17% for the City of Seattle). Ensuring adequate and fair representation of the community will make this project successful. Outreach methods will be developed to target specific populations that have not traditionally been significantly involved in public discourse. These methods will be tailored to the specific needs of each community. In order to achieve these objectives, this community involvement program has been developed in coordination with partner agencies all of whom have endorsed the project goals and objectives.

Building on existing relationships

Southeast Seattle citizens have been involved in numerous planning activities for over ten years including neighborhood planning, station area planning, and involvement with the Link light rail project. Many residents and business owners are well-versed with the issues and knowledgeable about past planning efforts and technical information. It is important that this project start from the existing foundation – planning work that has received broad community support – and builds towards implementable projects.

Audience identification

Below are four major audience groups that will be involved with SETS to varying degrees. Within each major audience there are more defined groups as listed in the *Table 1, Audience Identification*. In some instances, a group will be part of more than one audience.

Neighborhood interests: Individuals and groups that live, work, or hold an interest in Southeast Seattle neighborhoods will have opportunities to participate in activities focused on improvements in their specific neighborhood as well as to participate in the project-wide activities. Potential activities could include representation on a Core Community Team (discussed in strategy section below), small neighborhood meetings, project representatives attending scheduled community organization meeting, projects with students from local schools and strategic involvement with non-English speaking and refuge populations.

Functional interests: Functional interest groups are defined as groups and organizations holding an interest in a larger topic that may affect more than just Southeast Seattle. These groups include environmental, freight, pedestrian, and bicycle organizations. Potential activities could include representation on the Core Community Team focus groups and smaller topical workshops.

Ethnic community organizations: Ethnic community organizations are defined as those groups that represent a specific ethnic group whether or not the physical organization facility may not be locally based. Potential activities could include representation on Core Community Team, and culturally-appropriate targeted outreach to each community.

Area-wide interests: Project area stakeholders are defined as people who live, work, or hold an interest in the *larger project geographic area* from I-5 to Lake Washington and from I-90 to the southern City boundary. Most of these individuals and groups will receive general information about the project and invitations to public events, however, there may be some interest groups that will be more involved than others. Area-wide stakeholders' insights will be particularly valuable in the Core Community Team. Other potential activities could include website, newsletters, traveling exhibits and rider surveys.

Community involvement approach

Given the broad diversity of Southeast Seattle, a variety of community involvement strategies should be used for SETS. Deliberate decisions will be made to determine what strategy or technique will best meet the project needs and best serve the individuals and groups listed above. The proposed approach to the community involvement can be described as a pyramid (Figure 1).

Broad community outreach forms the base of public involvement. Information provided at this level will focus on highlighting key aspects of the project and will be distributed in methods targeted to reach as many people as possible. Examples could be newsletters and website postings.

Parallel targeted outreach is the middle tier and could include activities such as neighborhood-specific workshops, focus groups, and updates at community meetings. Community members will be engaged in a way that not only provides more detailed information, but also provides significant opportunity for feedback. Under-represented groups and individuals will most likely fall into this category.

The Core Community Team (CCT) forms the top tier of the pyramid. This group will be comprised of a representative cross-section of Southeast Seattle serving as the primary conduit for community involvement. The CCT will serve as the key community advisory body for this project, providing critical ongoing feedback to the project team, as well as being a channel for communicating information between the project team and the broader community. The emphasis for involvement will be on intensive engagement with information provided at a high level of detail.

Refer to Attachment A for detailed information regarding the CCT.

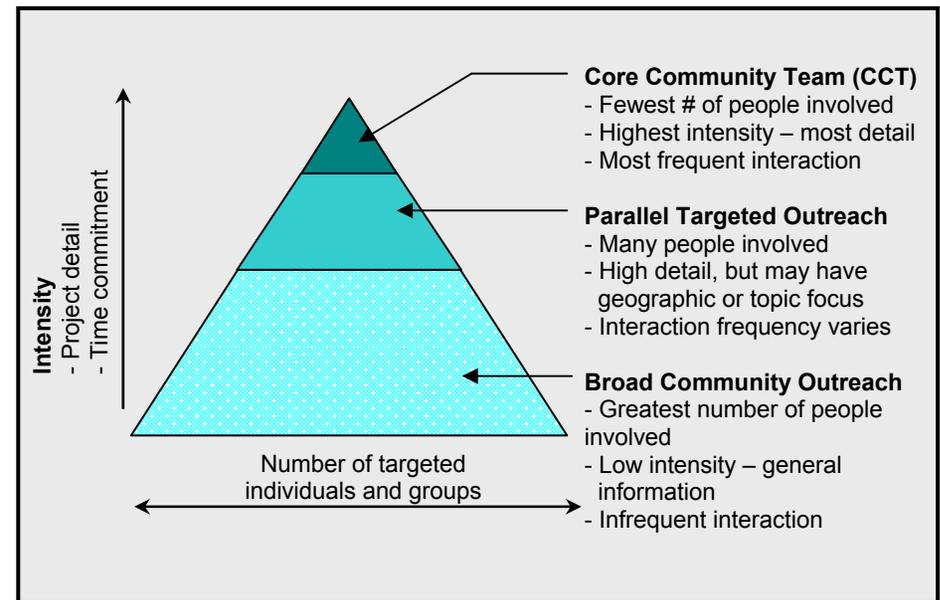


Figure 1 Community Involvement Approach

Suggested community involvement strategies and techniques

There are many possible ways to involve the communities of Southeast Seattle. For each level in the pyramid concept above, there are strategies from very specific and targeted to very general to reach the diverse community of Southeast Seattle. In addition to the Core Community Team, the project team will consider one-on-one interviews with key community leaders, language-specific information in ethnic newspapers or newsletters, website, project updates at existing community meetings and in existing neighborhood newsletters as well as presentations or informational exhibits at other community meetings.

The community involvement strategies will be revised and refined as the project nears the end of Phase 1 and technical information is gathered.

Proposed community involvement program for SETS Phase 2

The consultant team will review information produced in Phase 1 of this project including Goals, Objectives and Evaluation Criteria as well as Draft Existing Conditions and Community Needs and Issues. The results of these reports will help define the approach for community involvement as well as any key messages.

The Draft Community Involvement Program will be reviewed with the SDOT Project Team, partner agencies and the CCT. This review is an integral part of ensuring the community involvement meets the intent of the SDOT and fulfills the expectations of the community. The consultant team will then revise the Draft Program and submit to the SDOT for final approval.

Proposed community involvement program implementation

On the following two pages are conceptual graphics depicting the general project process (Figure 2) and a more detailed representation of how the community involvement program could be implemented (Figure 3). This is based on some assumptions about involvement strategies as well as overall project schedule. It will be refined and revised after Phase 1 technical analysis is complete and the CCT has provided input. Integration of the technical work and community involvement is critical to the success of this project.

Figure 2 SETS Project Process Diagram

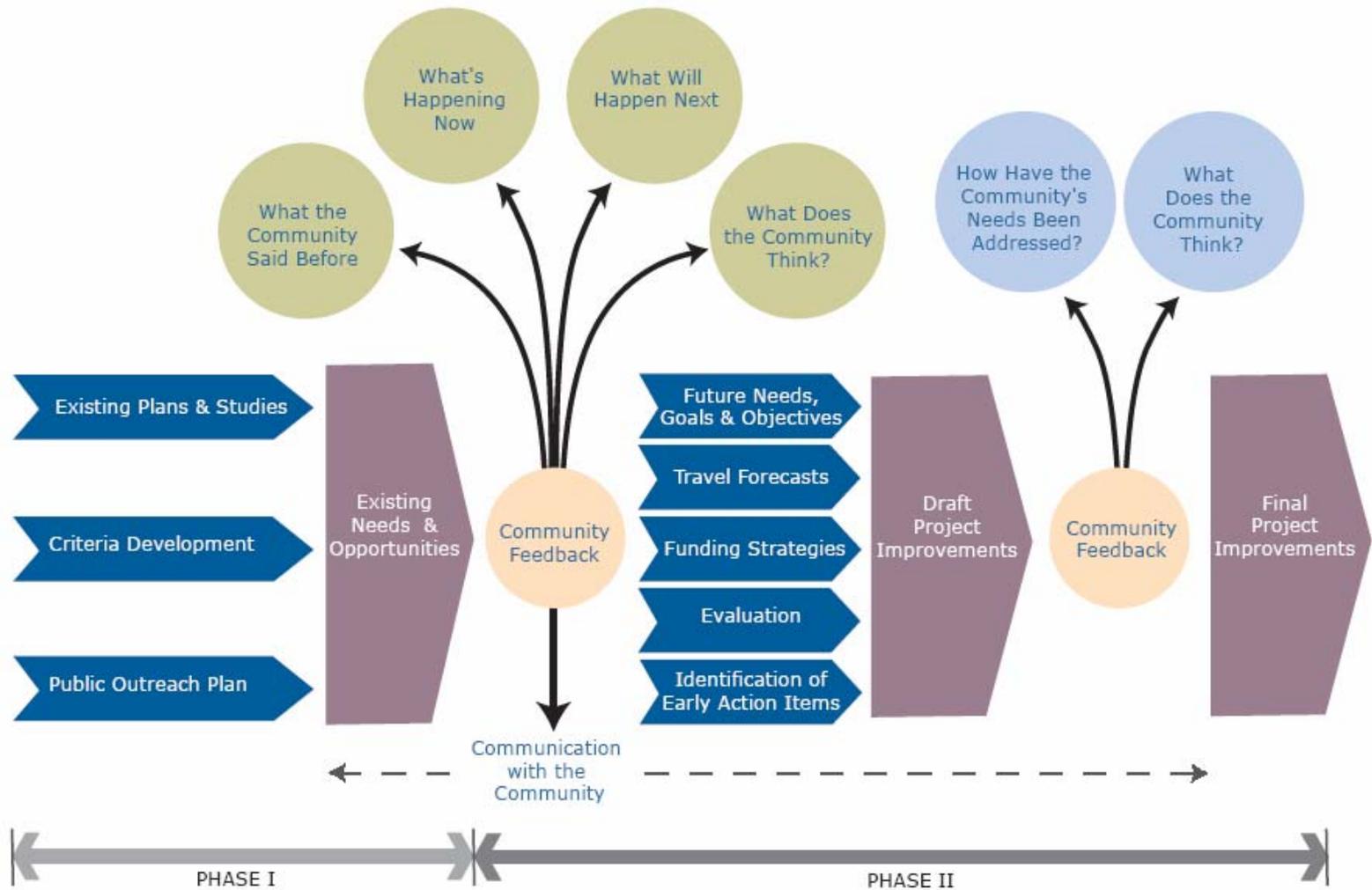
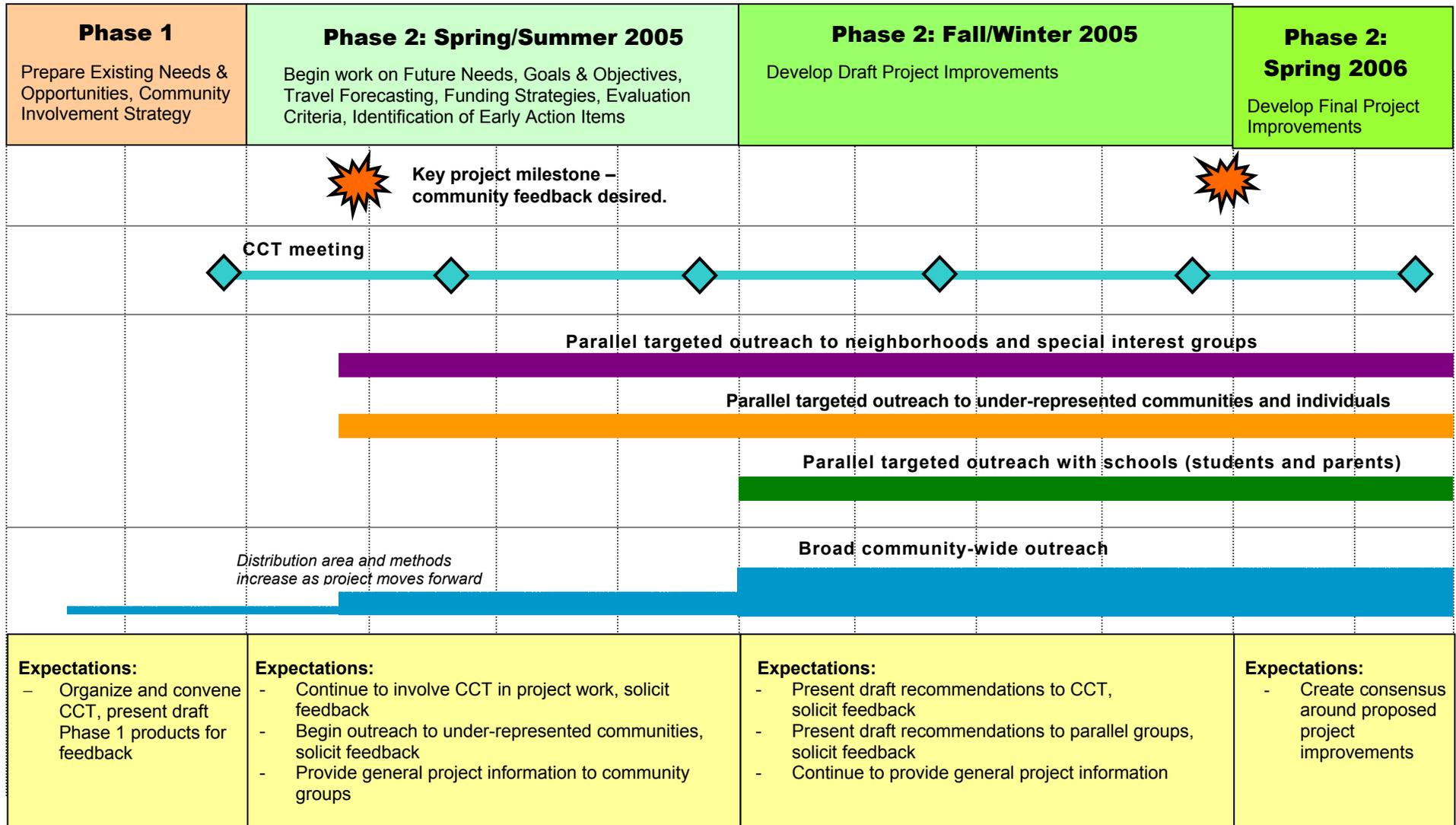


Figure 3 Proposed Community Involvement Process

Internal Draft for Discussion Only



Key Project Milestones

 The project team anticipates two key milestones when feedback from community members will be critical – first to validate the Existing Needs and Opportunities and again after the draft Project Improvements is completed.

Core Community Team (CCT)

 The top of the “pyramid”. As described earlier, the CCT will meet at regularly scheduled intervals throughout the project.

Parallel Targeted Outreach

 The center of the “pyramid”. Under-represented groups and individuals and groups focused on a particular issue or geographic are included.

Broad Community Outreach

 The base of the “pyramid”. Activities will be developed that provide basic project information to a large number of people.

Table 1: Audience Identification*(Asterisk represents individuals involved with the Southeast Seattle Community Action Agenda)*

General audience	Groups / Organizations	Geographic Focus	Scheduled meeting times, if available	Key Contact	Comments / Additional Audiences
Neighborhood Interests					
Residents	Center Park Residents Council	Center Park	Monthly, 3 rd Wed 7:30 pm at 2121 26 th Ave S	Donna Garcia 322-9322 (w) / 329-9294 (h)	
	Brighton Neighborhood Council	Brighton			Currently not meeting
	Columbia Place Residential Council		Monthly, 4 th Tues @ 2 pm @ Columbia Place Apts.	Leon Conley 725-4266	
	Beacon Alliance of Neighbors		Monthly, 3 rd Tues @ 7 pm		
	North Beacon Hill Council		Monthly, 2 nd Tues @ 7 pm		
	Courtland Action Team	Courtland	Monthly, 3 rd Tues @ 7 pm	Pam Dawson 760-4186	
	Lakewood Seward Park Neighborhood Association	Lakewood / Seward Park	Monthly, 2 nd Thurs @ 7 pm @ Clubhouse	Grover Haynes, President 722-6947	
	NewHolly Block	NewHolly		Joy Moro	
	Mt. Baker Community Club	Mt. Baker	Monthly, 1 st Mon @ 7:30 pm except July, Aug @ Clubhouse	Pat Murakami 725-7692	
	Mt. Baker Housing Association			Geoff Spelman* P.O. Box 28119, Seattle, WA 98118 (206) 725-4152 mtbaker@seanet.com	Non-profit housing owner and developer
	Pritchard Beach Community Council	Pritchard Beach	Varies	Lisa Merki 914-9439	
	Othello Neighborhood Association	Othello and MLK neighborhood		Mona Lee* (206) 721-5672 mona_lee@comcast.net	Includes some businesses?
RainKing Neighborhood Association		Monthly, 4 th Tues @ 7:00 pm	Deborah Witmer 726-1634		

Table 1: Audience Identification continued

General audience	Groups / Organizations	Geographic Focus	Scheduled meeting times, if available	Key Contact	Comments / Additional Audiences
Residents (continued)	Rainier Beach Coalition for Community Empowerment	Rainier Beach	Monthly, 2 nd Thurs @ 6:00 pm @ RB Family Center	Elaine Hayes* 3405 S Alaska St, Seattle WA 98118 (206) 794-6418 ehconsulting3@yahoo.com	
	Rainier Beach Community Club	Rainier Beach	Monthly, 2 nd Tues @ 7:30 pm @ Clubhouse	Joe Marley 723-6766	
	Rainier Beach Neighborhood 2014	Rainier Beach		Dawn Blanch* 8441 55th Ave S, Seattle WA 98118 (206) 723-6407 dawn.blanch@seattle.gov	Includes some businesses
	Rainier Vista Leadership Team	Rainier Vista	Monthly, 1 st Mon @ 6:30 pm	Judith McBride 722-8983	
	Columbia City Revitalization Committee	Columbia City	Monthly, 1 st Mon, 7pm @ CC Library	Eric Tweit 721-3152	
	Southeast District Council	Southeast Seattle	Monthly, 3 rd Thurs (except July, Aug, Dec)	Lisa Merki (interim chair) 914-9439	
	Seattle Housing Authority	Rainier Vista and NewHolly		Ed Rose erose@seattlehousing.org	Residents, homeowners, service organizations that are tenants
	Seattle Neighborhood Group / Weed and Seed	Southeast Seattle			
	South Atlantic Street Community Association	South Atlantic Street area	Quarterly, 7:00 pm	Nannette Martin 322-0135	
	South Beacon Hill Neighborhood Council	South Beacon Hill			Includes some businesses
	South McClellan Street Action Committee	South McClellan area			Business & property owners in the area of McClellan and MLK
	South Ryan Way Hill Association	S. Ryan Way area		Trollice Flavors 722-3146	Not currently meeting
	South Lake Improvement Committee	South Lake Washington area	Every 6 wks, 7:00 pm	Jeannine Jacobson 772-4428	

General audience	Groups / Organizations	Geographic Focus	Scheduled meeting times, if available	Key Contact	Comments / Additional Audiences
	South Shore Community Council			Nailah Evans Eadom 810-1046 (pager) 760-4818	Not currently meeting

Table 1: Audience Identification continued

General audience	Groups / Organizations	Geographic Focus	Scheduled meeting times, if available	Key Contact	Comments / Additional Audiences
Business owners	Beacon Hill Chamber of Commerce				
	Columbia City Business Association	Columbia City	Monthly, 1 st Tuesday 9 am	Rob Mohn?, President 722-4998	
	Genesee Merchants Association	Rainier/Genessee Business Area	Monthly, 3 rd Weds @ 7:30 pm @ Safeway	Grover Haynes 722-6947	
	Rainier Beach Merchants Association	Rainier Beach	Monthly, 2 nd Tues @ Noon	Mark Capestany / 786-9257 Raymond Anderson / 721-8000	
	Rainier Chamber of Commerce	Southeast Seattle	Quarterly, 11:30; board meets monthly 3 rd Thurs @ 7:30 am	Darryl Smith* 5504 Rainier S, Seattle WA 98118 (206) 725-7255 dahdoo@windermere.com Tiffany Crosby / 725-2010	Businesses, Non-profits, Service Organizations
Education facilities	Powerful Schools			Rebecca Sadinsky, ED	
	African American Academy K-8			8311 Beacon Ave. So., 98118 (206) 252-6650	
	Beacon Hill Elementary			2025 - 14th Ave. So., 98144 (206) 252-2700	
	Brighton Elementary			6725 45th Ave. So., 98118 (206) 252-6770	
	Cleveland High School			5511 - 15th Ave. So., 98108 (206) 252-7800	
	Dearborn Park Elementary			2820 So. Orcas St., 98108 (206) 252-6930	
	Dunlap Elementary			4525 So. Cloverdale, 98118 (206) 252-7000	
	Emerson Elementary			9709 - 60th Ave. S., 98118 (206) 252-7100	
	Franklin High School			3013 So. Mt. Baker Blvd., 98144 (206) 252-6150	
	Graham Hill Elementary			5149 So. Graham St., 98118 (206) 252-7140	
	Hawthorne Elementary			4100 - 39th Ave. So., 98118 (206) 252-7210	
	Kimball Elementary			3200 - 23rd Ave. So., 98144 (206) 252-7280	
	Aki Kurose Middle School			3928 So. Graham St., 98118 (206) 252-7700	

Table 1: Audience Identification continued

General audience	Groups / Organizations	Geographic Focus	Scheduled meeting times, if available	Key Contact	Comments / Additional Audiences
Education facilities (continued)	Maple Elementary			4925 Corson Ave. So., 98108 (206) 252-8310	
	Mercer Middle School			1600 Columbian Way So., 98108 (206) 252-8000	
	John Muir Elementary			3301 So. Horton St., 98144 (206) 252-7400	
	Wing Luke Elementary			3701 So. Kenyon St., 98118 (206) 252-7630	
	Orca at Columbia Elementary			3528 So. Ferdinand St., 98118 (206) 252-6900	
	New School at South Shore K – 8			8825 Rainier Ave. So., 98118 (206) 252-6600	
	Rainier Beach High School			8815 Seward Park So., 98118 (206) 252-6350	
	Rainier View Elementary			11650 Beacon Ave. So., 98178 (206) 252-7420	
	Seahawks Academy				
	South Lake High School (Alternative school)			8825 Rainier Ave. So., 98118 (206) 252-6600	
	Van Asselt Elementary			7201 Beacon Ave. So., 98108 (206) 252-7500	
Whitworth Elementary			5215 - 46th Ave. So., 98118 (206) 252-7560		
Zion Prep Academy			4730 32 nd Ave. S 98118 (206) 723-0580		
Transit users	Metro Citizens Advisory Committee	City-wide?			
Functional Interest Groups					
Pedestrians	Seattle Pedestrian Advisory Board	City-wide	Monthly, 2 nd Weds 6pm	Jodi Vice	
	Feet First			David Levinger info@feetfirst.info 206.652.2310 PO Box 1285 Seattle, WA 98111 Office: 1402 Third Ave, Suite 1121, Seattle, WA 98101	
	Beacon Hill Pedestrian Task Force	North Beacon Hill		Jodi Vice	
Bicyclists	Seattle Bicycle Advisory Board				
	Bicycle Alliance			Barb Culp 224-9252	

General audience	Groups / Organizations	Geographic Focus	Scheduled meeting times, if available	Key Contact	Comments / Additional Audiences
	Cascade Bicycle Club				

Table 1: Audience Identification continued

General audience	Groups / Organizations	Geographic Focus	Scheduled meeting times, if available	Key Contact	Comments / Additional Audiences
Freight					
Environmental	Friends of Chief Sealth Trail	Chief Sealth Trail/North Rainier			Pedestrian and bicycle
	Jefferson Park Alliance			2817 14 th Ave S 323-1792	Public land issues of Jefferson Park & surrounding community
Ethnic Community Organizations					
Non-English speaking / Ethnic communities	El Centro de la Raza (Latino community)			2524 - 16th Ave. S, 98144 206.329.9442	
	East African Community Development Council				
	Filipino Community Center		Council meets 2 nd Sun @ 1:30pm	Bert Caoili 5740 M.L. King Jr. Way S, 98118 206.722.9372	
	Coalition of Lao Assistance Association			4714 Rainier Ave. S Suite 108 723-8440	
	Hate Free Zone			4860 Rainier Ave. S 723-2203	Supports & advocates for immigrant communities of color & Muslims
	Horn of Africa Services			Eskinker Sarka, Executive Director	
	Eritrean Association of Greater Seattle			1528 Valentine Way S 568-1015	
	Refugee Federation Service Center	King County		Ngý Hul, Executive Director 7101 MLKing Jr. Way South, Suite #214, Seattle, WA 98118 206-725-9181	Serves Laotian, Vietnamese, Somalian, Cambodian, Eritrean, Cambodian, Bosnian, Russian

Table 1: Audience Identification continued

General audience	Groups / Organizations	Geographic Focus	Scheduled meeting times, if available	Key Contact	Comments / Additional Audiences
Non-English speaking / Ethnic communities (continued)	Refugee Women's Alliance			3004 South Alaska Street Seattle, WA 98108 Phone: (206) 721-0243	Serves primarily women from Southeast Asia, Eastern Europe, the former Soviet Union, and East Africa
	Somali Community Services Coalition			3320 Rainier Ave. S 760-1181 socomser2002@yahoo.com	
	Vietnamese American Economic Development			Quang Nguyen 1032 S. Jackson, Seattle WA 98104 (206) 568-7771 quang@vaeda.org	Vietnamese community
Area-wide Interest Groups					
Area-wide interest groups	Southeast Seattle Crime Prevention Council		Monthly, 1st Wed 7:00pm @ SE Senior Center	Tari Nelson-Zagar, Staff 206-322-9330 ph 206-323-2151 fax tari@sngi.org Mariana Quarnstrom / 313-0495 SPD South Precinct 3001 South Myrtle Street, Seattle WA 98108	
	Rainier Valley Community Development Fund	Rainier Valley		Jaime Garcia* 6951 Martin Luther King Jr. Way S. #225, Seattle WA 98118 722-5280 jgarcia@rvcdf.org	Economic Development,
Youth	Bike Works	Rainier Valley		Bike Works 3709 S. Ferdinand Seattle, WA 98118 206 - 725 - 9408	Transportation alternatives
	Youth in Focus	Focused on Rainier Valley		2100 24th Ave. S. Suite 310 Seattle, Washington 98144 206.723.1479 phone 206.723.2844 fax yif@youthinfocus.org	

Table 1: Audience Identification continued

General audience	Groups / Organizations	Geographic Focus	Scheduled meeting times, if available	Key Contact	Comments / Additional Audiences
Seniors	Southeast Seattle Senior Center	Southeast Seattle		Cherie Sigrist 4655 S. Holly St Seattle, WA 98118 (206) 722-0317	
	The Brighton Apartments	Southeast Seattle		Cynthia Streltzov 6727 Rainier Ave. S Seattle, WA 98112 (206) 722-3922	
	Courtland Place Apartments	Southeast Seattle		SEED	
Social Service organizations	Asian Counseling and Referral Service	Southeast Seattle, City of Seattle		John Chen Beckwith* (206) 774-2422 JohnB@ACRS.org	
	Union Gospel Mission	Regional		3800 S. Othello Seattle, WA 98118 (206) 723-0767	major facility at Othello/MLK; homeless and youth support services
	Emerald City Outreach Ministry	Rainier Valley / Rainier Beach		Gregory Davis 7728 Rainier Avenue S Seattle WA 98118 (206) 722-2052	Family and Youth Education, economic development, leadership
	Atlantic Street Center	Southeast Seattle, City of Seattle			
Business owners	Rainier Valley Chamber of Commerce	All of SE		Darryl Smith* 5504 Ranier S, Seattle WA 98118 (206) 725-7255 dahdoo@windermere.com	Businesses, Non-profits, Service Organizations
Community-based non-profit developers and property owners	HomeSight	Southeast Seattle		Hector Gutierrez* 5117 Rainier Ave. S., Seattle WA 98118 (206) 460-4215 hector@homesightwa.org	Advocacy for home-ownership; low-income
	SEED	Southeast Seattle		Earl Richardson*/ Pat Chemnick* 5117 Rainier Ave. S., Seattle WA 98118 (206) 760-4261 erichardson@seedseattle.org pchemnick@seedseattle.org	

Table 1: Audience Identification continued

General audience	Groups / Organizations	Geographic Focus	Scheduled meeting times, if available	Key Contact	Comments / Additional Audiences
Community-based non-profit developers and property owners (continued)	Mt. Baker Housing Association			Geoff Spelman* P.O. Box 28119, Seattle, WA 98118 (206) 725-4152 mtbaker@seanet.com	Non-profit housing owner and developer
	Seattle Housing Authority	Rainier Vista and NewHolly		Ed Rose erose@seattlehousing.org	Residents, homeowners, service organizations that are tenants

