

2007



(DRAFT) Seattle Pedestrian Master Plan
Citizen Participation Strategy



1 Purpose

To be successful, the Seattle Pedestrian Master Plan (PMP) project will need meaningful citizen participation from members of Seattle's broad and diverse communities. This document includes:

- a stakeholder analysis to recognize the full range of stakeholders for this project
- a description of participation methods, such as surveys, neighborhood and city-wide events to forward the goals of the Pedestrian Master Plan
- a strategy for outreach to historically underrepresented populations including translation and interpretation services, varied communications media, and meeting times and venues that work for a diverse group of people
- a timeline detailing which participation or outreach method will be most appropriate at each stage of the planning process

The citizen participation strategy aims to reach a broad and representative group of community members to better understand people's knowledge, attitudes and behaviors as they relate to pedestrian issues. A variety of methods are outlined to gather input from members of communities that historically have not been reached through traditional public participation methods and communities dependent on walking as a primary form of transportation. The input gained from citizen participation in the Pedestrian Master Plan will help shape the project, programs and policies that will make Seattle a safer, more attractive place to walk.

2 Stakeholder Analysis

A stakeholder analysis will identify the full range of stakeholder groups that have an interest, need or expertise in issues addressed through the Pedestrian Master Plan. By engaging stakeholders at all stages of the planning process, the City of Seattle hopes to have a plan with buy-in from all interested parties. A partial list of identified stakeholders and suggested methods of outreach for each stakeholder group is listed in Appendix A.

3 Citizen Participation Methods

The following citizen participation methods are proposed for the Pedestrian Master Plan:

Pedestrian Master Plan Advisory Group. The Pedestrian Master Plan Advisory Group (PMPAG) was established via City Council Resolution 30951, "to advise in the development of a proposed Pedestrian Master Plan." The PMPAG has 25 members including elected co-chairs and a steering committee. Members represent the Seattle Pedestrian Advisory Board, neighborhood organizations, regional bodies, the public health community, senior citizens, Seattle Public Schools, pedestrian advocacy groups, safe-driving organizations, and people with limited mobility. Many advisory group members work closely with their represented organizations and provide updates and solicit input from them on the Pedestrian Master Plan process. The PMPAG is staffed by SDOT and meets monthly to review and comment on the project.

Pedestrian Master Plan Website. A Pedestrian Master Plan website launched in June 2007 to keep community members informed of events and information during the planning process. The site includes:

- A listserv sign-up creating an email correspondence list for citizens interested in keeping informed about the Pedestrian Master Plan
- Current and past PMPAG meeting agendas and summaries
- Project information
- A resources page including articles, websites and other reference materials relevant to the PMP

Draft plan elements, on-line surveys and other items will be added to the site as they are developed. Downloads of City audio walking tours and short videos could also be included.

Public Comment. There are two, 10-minute public comment periods allocated on each PMPAG meeting agenda to give citizens the opportunity to comment on topics concerning the Pedestrian Master Plan and pedestrian issues in general. Public comment sign-in sheets are available at every PMPAG meeting. Written comments can also be submitted via email at . In addition, the Seattle City Council's Special Committee on Pedestrian Safety and Transportation Committee meet regularly and provide time for public comment at each meeting.

Events. A number of public events are planned during the course of the PMP. The first category of events is a series of lectures that are co-sponsored by the Seattle Department of Transportation and the Department of Planning and Development. The Urban Sustainability Forums bring together public policy leaders, city staff, business leaders, citizens, students, and others to begin a dialogue about urban sustainability. The Pedestrian Master Plan project sponsored speakers on land use and walkability (Dr. Anne Vernez Moudon, July 30, 2007), transportation, livability and global warming (Congressman Earl Blumenauer, August 9, 2007), and pedestrian safety (John Moffat, October 3, 2007). The Seattle Channel taped these events and they are available on the City's website.

A kick-off event is tentatively planned for fourth quarter 2007 to: engage the community; raise awareness about the plan, walking and pedestrian safety; and gather initial input from the attendees about where, when and why they walk.

The City will organize at least two city-wide community meetings geared towards the general public. One meeting will be held in both the northern and southern sections of the City. The purpose of these meetings is to give citizens an opportunity to provide input to the Pedestrian Master Plan.

Roundtable Discussions. Once a thorough stakeholder analysis is completed, stakeholders will be grouped together by common needs and interests. The City will organize several community roundtables to invite stakeholders with common insights and experience to share their perspectives on pedestrian issues. This will allow representatives from agencies and groups to have conversations on issues that are most relevant to their constituents. Examples of roundtable participants include:

- Underrepresented communities (ethnic minorities)
- Freight interests
- Business interests, including chambers of commerce
- Persons with limited mobility
- Youth

- Senior Citizens

Project Updates. The City will attend regular meetings of community organizations to engage groups with historically low participation in public process. Attendance may be by request of the organization or the City.

Neighborhood Walks. Formal group walks are an outreach method that can engage Seattle's walkers and gather valuable information from those people who know the city's walking routes best – the people who use them every day. The information gathered through collecting walkers' observations would complement and balance the technical and systematic analysis of existing conditions to be done by a consultant team. The walks would be led by PMPAG members or community organizers, with support and training from City staff.

Surveys. Surveys are a valuable tool for gathering feedback on a specific set of issues or questions. Surveys may attempt to gather information on the knowledge, attitudes, and beliefs of Seattle's citizens related to walking. Survey results are likely to be a useful resource for shaping the Pedestrian Master Plan and can serve as a basis for future outreach.

Media Relations. The City will work with local media (print, radio, and television) to promote the PMP, associated events and meetings when appropriate. Two possibilities for engaging local media are:

- a local call-in conversation show on general pedestrian issues and innovative, pedestrian-friendly street design could be timed to coincide with a Pedestrian Master Plan kick-off event
- a local media outlet might be interested in partnering with the City to capture (either by audio or video) citizen's descriptions of favorite places to walk in the City. These descriptions could then be available for download on the PMP website.

Draft Plan Review. Once the draft of the Pedestrian Master Plan is completed, it will be made available to the community for review and comments. An electronic version will be posted to the website. A limited number of hard copies of the document may be made available at Seattle Libraries or other accessible public locations. A mechanism will be included for people to offer feedback in hard copy, as well.

4 Outreach to Underrepresented Communities

Seattle is home to a diverse mix of citizens, many of whom are ethnic minorities, people from disadvantaged economic backgrounds, or who do not speak English as a first language. Historically, the public participation process has failed to engage people from these groups in significant numbers. Consistent with the City's Race and Social Justice Initiative, a number of strategies have been identified to involve citizens that represent the diversity of Seattle in the Pedestrian Master Plan process.

Two tactics to engage underrepresented communities are roundtable discussions and project updates at established community group meetings with translation/interpretation as needed. For both tactics, the City will need to cultivate relationships with trusted group members and look to religious, ethnic and social service organizations to assist with engaging their members. Every effort will be made to leverage the work underway through other City projects to engage under-represent citizens.

According to City policy, City departments should make reasonable efforts to provide information about resources and services in a manner that is accessible and relevant to all citizens to promote equitable

access to those with limited English proficiency and to those who are visually and hearing impaired. Through the Pedestrian Master Plan process, the City will make all reasonable efforts to translate materials and provide interpreters for meetings when requested or as the City deems necessary.

5 Public Engagement Strategy Timeline

While public involvement and comment are encouraged throughout the development of the Pedestrian Master Plan, there will be evaluation or decision points at which it will be particularly critical to have citizen review and feedback. Different engagement methods, from the list above, will be appropriate at each of these points. A suggested alignment of planning phases and appropriate engagement methods is detailed below.

PMP Project Stage	Timeline	Public Engagement Method
Initial Problem Definition, Reso 30951	Feb 2007	[Formation of PMPAG]
Identify Preliminary Project Goals	Feb-Oct 2007	PMPAG Public Comment Kick-off Event Media Engagement
Scope Development and Consultant selection	Apr-Nov 2007	PMPAG Public Comment
Data Collection and Analysis Define Background and Existing Conditions Develop System Plan	Apr 2007- July 2008	PMPAG Public Comment Neighborhood Walks Stakeholder Roundtables Large Community Meetings Project Updates Surveys
Draft Plan Recommendations Draft Implementation Strategy	June-Oct 2008	PMPAG Public Comment Stakeholder Roundtables Project Updates
Develop Draft Plan	Oct-Dec 2008	PMPAG Public Comment Website
Prepare Draft Plan for Approval	Dec 2008- Mar 2009	Media Relations Draft Plan Review Large Community Meetings Stakeholder Roundtables Project Updates Website Public Comment
Monitoring and Stewardship	Ongoing	Website [Seattle Pedestrian Advisory Board]

Appendix A: Participation Strategies

Stakeholder Group	PMPAG	PMP Website	Public Comments	Community Events	Stakeholder Roundtables	Neighborhood Walks	Surveys	Project Updates	Media Relations
Schools	√								√
Students		√	√	√	√	√	√		√
Parent-Teacher Associations		√	√	√		√	√	√	
Seattle School District		√			√	√		√	
College/University Representatives		√		√	√		√	√	
Independent Schools		√	√	√	√	√	√	√	
Business/Freight									
Downtown Seattle Association		√	√		√			√	
Business Improvement Areas		√	√		√			√	
Chambers of Commerce		√	√		√			√	
Freight Mobility Advisory Committee		√	√		√			√	
Manufacturing Industrial Council		√	√		√			√	
North Seattle Industrial Association		√	√		√			√	
Builders/Developers									
Master Builders' Association		√	√		√			√	
Individual developers		√	√		√			√	
Urban Land Institute		√	√		√			√	
BOMA		√	√		√			√	
Community Development									
Interim		√	√	√	√	√			√
Southeast Effective Development		√	√	√	√	√			√
Delridge Neighborhoods Development Assoc.		√	√	√	√	√			√
White Ctr. Comm. Development Assoc.		√	√	√	√	√			√
Homesight		√	√	√	√	√			√
Low Income Housing Institute		√	√	√	√	√			√
Housing Resource Group		√	√	√	√	√			√
Seattle Housing Authority		√	√	√	√	√			√
Capitol Hill Housing Project		√	√	√	√	√			√
Seattle Chinatown International Dist. Dev. Assoc.		√	√	√	√	√			√
Parks and Open Space									
Associated Recreation Councils (Parks Dept.)	√	√	√		√	√	√		
Seattle Parks Foundation		√	√		√	√	√		
Recreational walking groups		√	√	√	√	√	√		√
Friends of Olmsted Boulevards		√	√	√	√	√	√		√
Immigrant/Refugee/Minority									
NAACP		√			√	√	√	√	
Minority Executive Director's Coalition		√			√	√	√	√	
Filipino Community Center		√			√	√	√	√	
Refugee Womens Alliance		√			√	√	√	√	
El Centro De La Raza		√			√	√	√	√	
Horn of Africa		√			√	√	√	√	
North Seattle Family Center		√			√	√	√	√	
Asian Counseling and Referral		√			√	√	√	√	

Stakeholder Group	PMPAG	PMP Website	Public Comments	Community Events	Stakeholder Roundtables	Neighborhood Walks	Surveys	Project Updates	Media Relations
Urban League		√			√	√	√	√	
Tayo – Nigerian Community		√			√	√	√	√	
Central Area Motivational Program		√			√	√	√	√	
Solid Ground		√			√	√	√	√	
Casa Latina		√			√	√	√	√	
Asian Pacific Islander Executive Directors		√			√	√	√	√	
Refugees Social Development Resource Center		√			√	√	√	√	
Seniors	√								
Senior Services of Seattle-King County		√	√	√	√	√	√		
Mayor’s Office for Senior Services		√	√	√	√	√	√		
Seattle Aging and Disability Services		√	√	√	√	√	√		
People with Limited Mobility	√								
Northwest Center			√	√	√		√		
Lighthouse for the Blind			√	√	√		√		
National Federation for the Blind			√	√	√		√		
Deaf-Blind Service Center			√	√	√		√		
The Hearing, Speech and Deafness Center			√	√	√		√		
Alternate Transportation	√	√	√	√	√	√			√
Flex Car		√	√	√	√	√	√		√
Cascade Bicycle Club		√	√	√	√	√	√		√
Bicycle Alliance of Washington		√	√	√	√	√	√		√
Transportation Choices Coalition		√	√	√	√	√	√		√
Transit riders		√	√	√	√	√	√		√
Seattle Pedestrian Advisory Board		√	√	√	√	√	√		√
Seattle Bicycle Advisory Board		√	√	√	√	√	√		√
Feet First		√	√	√	√	√	√		√
Safe-driving oriented organizations		√	√	√	√	√	√		√
Health Organizations	√								
Seattle-King County Public Health		√	√	√	√	√	√		
YMCAs		√	√	√	√	√	√		
Local Hospitals	√	√	√		√				√
Neighborhood Organizations	√								
District and Community Councils		√	√	√	√	√	√		
Other neighborhood groups		√	√	√	√	√	√		
Regional Agencies/Organizations	√								
King County Metro		√			√				
Sound Transit		√			√				
Community Transit		√			√				
Puget Sound Regional Council		√			√				
Washington State Ferries		√			√				
Regional Advocacy Organizations									
Futurewise		√	√		√	√			√
People for Puget Sound		√	√		√	√			√
City Commissions									

Stakeholder Group	PMPAG	PMP Website	Public Comments	Community Events	Stakeholder Roundtables	Neighborhood Walks	Surveys	Project Updates	Media Relations
Seattle Design Commission		√	√	√				√	
Seattle Planning Commission		√	√	√				√	
Religious Organizations									
Research Organizations									
Puget Sound Regional Council	√	√	√		√	√			√
University of Washington - Evans School		√	√		√	√			√
University of Washington – Urban Planning		√	√		√	√			√
Sightline Institute		√	√		√	√			√