

# Comprehensive Plan Update Overview of Community Engagement Plan

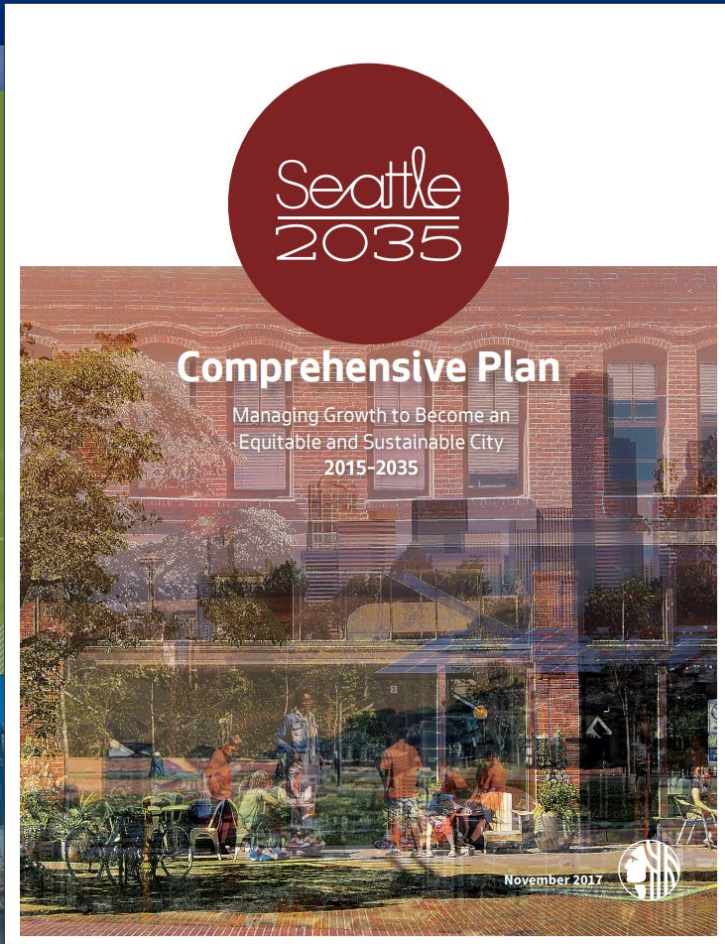
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# Updating Seattle's Comprehensive Plan



A 20-year plan to guide how our city grows and makes investments for a more **equitable** and **resilient** future

Informed by our values

Shaped by broad and deep community engagement

**Next update due in 2024**

- Today: Sharing OPCD's proposed plans for community engagement, as required for proviso lift

# Our goals for community engagement

Citywide and neighborhood level

Centering race and equity

- Prioritize marginalized communities
- Capacity building

Effective communication

- Meaningful, relevant
- Plain talk and graphics
- Multiple channels
- Accessible and multi-lingual

Meaningful engagement

- Interaction and co-creation
- Transparency, responsiveness, and accountability

# Who we will engage in planning process

## Prioritize resources to engage with:

- ✓ Black, Indigenous, and People of Color communities
- ✓ Limited-English populations
- ✓ LGBTQ community
- ✓ People with disabilities

## We will also engage with:

- General public
- Youth (under 18)
- Seniors (over 65)
- Parents of young children
- Renters
- City boards and commissions
- Cultural organizations
- Community-based organizations
- Business associations
- Small business owners
- Property owners
- Builders and developers
- Public agencies
- Policy advocates

# How we will prioritize limited resources

- \$150,000 total community engagement budget for 3-year project
- OPCD staff with expertise in long-range planning and communications

## **\$150K prioritized for equitable engagement, including:**

- Assistance from CBOs
- Community Liaisons
- Translation/interpretation
- Additional supports for community involvement

## **Community engagement needs supported by OPCD staff include:**

- Materials, graphics, online
- Citywide outreach
- Meetings and events
- Media
- Analysis, processing comments, reporting out

# Partnerships and coordination

- External organizations
  - Community and stakeholder groups
  - Public agencies
  - Cultural and educational institutions
- City departments
  - Dept. of Neighborhoods and Office of Civil Rights
  - Coordination with other planning initiatives, e.g., Seattle transportation plan (SDOT)
- Connect with other OPCD initiatives
  - Station area planning for ST3
  - Equitable Development Initiative
  - Industrial and Maritime Strategy

# Our approach will be flexible and responsive

- Reaching community during COVID-19 pandemic
  - Flexibility to engage in online and in-person modes
  - Lessons learned from remote engagement in 2020-21
- Continuous learning and improvement
  - Listen to community about what works/doesn't work
  - Meeting people where they are
  - Looping back – Lessons learned in each project phase

# Timeline for Comp Plan Update Engagement





# Overview of Outreach Phases

Phase	Objectives	Activities
<b>1 Learn and Listen</b> Fall 2021-Spring 2022	<ul style="list-style-type: none"> <li>• Raise awareness and begin citywide discussion</li> <li>• Establish internal and external partnerships</li> <li>• Refine community engagement plan</li> <li>• Initiate Racial Equity Toolkit</li> </ul>	<ul style="list-style-type: none"> <li>• Launch website/branding/public materials</li> <li>• Outreach to boards and commissions/other stakeholders</li> <li>• Community Liaison cohort</li> <li>• CBO contracts</li> </ul>
<b>2 Shaping the Plan</b> Spring – Fall 2022	<ul style="list-style-type: none"> <li>• Engage general public and marginalized communities around growth strategy and plan elements</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive web platform</li> <li>• Focus groups/workshops/community mtgs</li> <li>• SEPA scoping meetings</li> <li>• Continue partnerships on RET</li> </ul>
<b>3 Review &amp; Refine</b> Winter – Fall 2023	<ul style="list-style-type: none"> <li>• Engage public on Draft Plan and Draft EIS with meaningful opportunities for input</li> <li>• Sustain capacity for marginalized communities to shape final plan</li> </ul>	<ul style="list-style-type: none"> <li>• Outreach to media, communities, &amp; stakeholders</li> <li>• Open houses and neighborhood outreach</li> <li>• Continue partnerships on RET</li> <li>• Comment periods for Draft EIS &amp; Draft Plan</li> </ul>
<b>4 Adopt &amp; Look Ahead</b> Winter – Spring 2024	<ul style="list-style-type: none"> <li>• Support capacity of communities to engage with Council process</li> <li>• Implementation activities once Plan is adopted</li> </ul>	<ul style="list-style-type: none"> <li>• Public hearings for Council adoption</li> <li>• Disseminate information</li> </ul>



# Elements of the Racial Equity Toolkit

## Involve Stakeholders

- EDI Advisory Board
- Community dialogues, workshops
- BIPOC focus in broader engagement for Comp Plan
- Support from Community Liaisons and CBOs

## Analyze data

- Builds on Racial Equity Analysis and EDMP
- Update displacement and opportunity mapping
- Background report
- Community-based research

## Define outcomes

- Address racial disparities across range of outcomes
- Meaningful, measurable
- Make connection to Comp Plan strategy and policies

## Determine benefits & burdens

- Builds on REA
- Informs growth strategy and scoping for EIS

## Advance opportunity, minimize harm

- Advance a racially equitable growth strategy
- Identify CP policies and implementing actions

## Evaluate and be accountable

- Final Plan accountable to RET process
- Monitor outcomes post adoption



# Next steps

- Fall 2021 – Begin Phase 1
  - Initiate RET with EDI Advisory Board
  - Develop agreements with CBOs (with SDOT)
  - Initial contact with City boards and commissions and other stakeholders
  - Establish MOA with DON for Community Liaison support
  - Launch preliminary webpage and early public facing materials
  - Establish interdepartmental City team for Project
  - Other early engagement opportunities



The background is a blue-tinted photograph of a city street. On the left, there are several multi-story buildings with many windows. In the center, a streetcar is visible on the tracks. The overall scene is a typical urban street view.

**Thank you.**  
Questions?