



Draft for Public Review

ONE SEATTLE PLAN

COMPREHENSIVE PLAN UPDATE

PUBLIC ENGAGEMENT SUMMARY



Seattle
Office of Planning &
Community Development

Introduction

The One Seattle Comprehensive Plan (Plan) Update will guide how Seattle grows in housing and jobs and invests in communities over the next 20 years. It is our vision for how Seattle can become a more equitable, resilient, affordable, and sustainable city. The Office of Planning and Community Development (OPCD) has carried out a public engagement program to reach those who live, work, learn, and play in Seattle and to invite and encourage public input. This engagement has been essential in shaping a Plan that accurately reflects our vision and addresses the needs Seattle's diverse communities.

OPCD invited all Seattle residents and a wide range of stakeholders to participate in this process. We sought to uplift the voices of communities that have been disproportionately impacted by the challenges this Plan seeks to address—racial and social inequities, high housing costs, displacement, climate impacts, environmental injustice—and to use this input to inform the policies which will meet both current and future community needs.

The purpose of this document is to describe the steps, activities, materials, and scale of public engagement that occurred throughout the Comp Plan update process. Separately, we have issued reports on “what we heard” from the public during each phase of engagement.

Engagement Goals

As required by the state Growth Management Act, OPCD produced a [Public Participation Plan](#) (Updated December 2024), articulating the overarching goals that guided engagement for the One Seattle Plan:

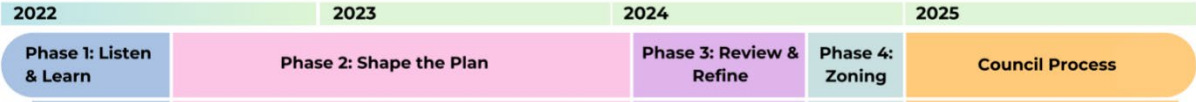
- Engage all residents and stakeholders in a dialogue about the future of Seattle
- Provide additional opportunities for communities that have been historically underrepresented in the City's planning and engagement processes, especially Black, Indigenous, and People of Color (BIPOC) communities
- Create opportunities for interaction and co-creation with community and stakeholders
- Provide transparency about how public input was considered and incorporated into the planning process
- Build upon existing community relationships and coordinate outreach with key partners
- Adapt to a hybrid model of in-person and virtual outreach strategies to reach more people and lower barriers to engagement

Engagement Overview

Between spring 2022 and spring 2024, OPCD received over 28,000 comments that informed Mayor Harrell’s One Seattle Plan. We engaged with community continuously throughout this time, which included a parallel Environmental Impact Statement (EIS) process to study potential impacts of growth strategy alternatives considered as part of the One Seattle Plan process. Engagement for the EIS process, specifically scoping and Draft EIS comment periods, are included in this report as significant milestones in the One Seattle Plan’s overall engagement process.

Engagement for the Plan Update spanned three years across four phases.

- In Phase 1, “Listen and Learn,” we introduced the planning and engagement process to the public, gained insights into the major issue areas to be addressed, and established the tools and community relationships that informed the Plan Update.
- In Phase 2, “Shape the Plan,” OPCD deepened community engagement through comment periods and community conversations that informed and shaped growth alternatives, the scope of environmental analysis, and new and revised Comprehensive Plan policies.
- Phase 3, “Refine the Plan,” began with the release of the Draft Plan and Draft EIS. OPCD provided a range of opportunities for the public to learn about the draft analysis and the draft Plan and to provide input as we move toward a preferred growth strategy alternative and transmittal of a final “Mayor’s Plan” to City Council.
- Phase 4, “Zoning Update Engagement,” included the release of the mayor’s recommended Growth Strategy and draft legislation with zoning changes to implement the strategy. It included a formal comment period for public input on the draft zoning legislation.



A detailed description of what occurred during each phase of public engagement, including events, online tools, materials, media, stakeholder outreach, and partnerships, is described in the sections below. Additional detail is provided in [Appendices A-G](#).

Phase 1: Listen and Learn (Winter 2022-Spring 2022)

Early engagement efforts for the Comprehensive Plan involved a range of strategies to ensure broad participation by diverse communities, with a focus on visioning and issue identification. The purposes and objectives of phase 1 were to:

- Raise public awareness of the Plan Update and invite early input about Seattle’s future, including around key themes of equity, housing, and climate
- Seek input on people’s hopes and concerns, opportunities and challenges facing communities, and issues that will help define the scope of the Plan Update, including potential growth concepts to explore
- Solicit feedback about how the public and stakeholders prefer to be engaged in the Plan Update
- Establish community partnerships with a focus on reaching marginalized communities

Events

Phase 1 Survey

OPCD launched engagement by conducting the citywide “Phase 1 Engagement Survey” as a visioning and issue identification exercise. The survey was open from March 10-May 31, 2022, and garnered responses from 2,348 individuals. Respondents provided 10,078 responses across seven survey questions.

Survey outreach was conducted primarily using online tools (described below). Virtual and hybrid stakeholder focus groups, meetings, and listening circles created additional avenues for input.

Online Tools

Engagement Hub

In March 2022, OPCD launched the One Seattle Plan Engagement Hub, our primary project website. At this time, COVID-19 pandemic restrictions and social distancing practices were still partly in place, which created both constraints and opportunities for early engagement with the Comp Plan update. The Engagement Hub was an online platform designed to enhance outreach and provide hybrid engagement opportunities that increase accessibility and transparency. This site made information about the Plan accessible, interactive, and easy to navigate, providing various ways for the public to offer feedback. The Hub allowed participants to comment on Plan issues, access engagement data, and stay informed through periodic

updates. It proved vital in collecting meaningful input, receiving over 20,000 comments across all engagement phases during its 2-year pilot run.

During Phase 1, the Engagement Hub had 6,447 page views. After seeing that 70.8% of users accessed the platform via a mobile device, staff worked to ensure better mobile accessibility.

To boost inclusivity, the Engagement Hub was available in all seven of Seattle's Tier 1 languages, with Spanish and Somali being the most-used translations. A cohort of Community Liaisons from the Department of Neighborhoods (DON) provided additional language and technical access support to enable members of historically marginalized communities use the Engagement Hub tools.

Language Access

Beginning in Phase 1, OPCD took steps to embed language accessibility into engagement for the Plan Update. We provided translations of key documents across all phases of engagement in Seattle's Tier 1 languages: Traditional Chinese, Spanish, Vietnamese, Somali, Amharic, Korean, and Tagalog. During Phase 1 and 2, all Issue Briefs were translated into Tier 1 languages and Khmer. The Engagement Hub was also fully accessible in Tier 1 languages.

OPCD partnered with a cohort of 10 Community Liaisons, who provided language support at in-person and virtual information sessions, focus groups, during formal comment periods, and during in-person open houses and information sessions. Five of our CBO partners did in-language outreach to engage the communities they regularly serve.

OPCD offered interpreters and Community Liaisons at in-person engagement events and pop-ups, such as HSD's Age Friendly Seattle & Free Summer Meals program events and DON's People's Academy for Community Engagement (PACE) program events.

During Phase 3 and 4, the Draft Growth Strategy Summary and the Mayor's Growth Strategy Summary were translated into Tier 1 languages. Across all phases of engagement, OPCD publicized a contact for interpretation and accessibility requests, and provided interpretation on request, including for Spanish and ASL.

Materials

During Phase 1, OPCD distributed informational materials about the Plan Update to the public. These included background documents on key topics, presentation videos, and links to public presentations. The materials were made available on the Engagement Hub and OPCD One Seattle Plan websites, through virtual and in-person outreach, and via our newsletter and social media. Where possible, staff presentations were recorded and made available online to boost accessibility.

Materials were made available at community events and engagement meetings. OPCD coordinated with SDOT to distribute Issue Briefs and other Plan Update materials at a range of Seattle Transportation Plan (STP) engagement events in neighborhoods across Seattle, listed in [Appendix A](#).

- [Centering Equity in the One Seattle Plan](#) (video)
- [Comprehensive Plan 101 presentation](#) (video)
- Issue Briefs (April 2022)
 - [Climate Change](#)
 - [Economic Development](#)
 - [Growth Strategy](#)
 - [Housing](#)
 - [Parks and Open Spaces](#)
 - [Transportation](#)
 - [Comprehensive Plan Major Update Overview](#)
- [Tier 1 Translations of Issue Briefs](#)
- [May 2022 Presentation to Land Use Committee](#)

Media Outreach

Media outreach, including earned and social media, was utilized extensively during early engagement to share educational materials and promote engagement opportunities with the public.

During Phase 1, a variety of websites and social media platforms were used to share information and provide opportunities for citizen feedback to help shape the Plan.

Website	www.seattle.gov/opcd/one-seattle-plan
Email	OneSeattleCompPlan@seattle.gov
Listserv	www.seattle.gov/opcd/one-seattle-plan/get-involved
Facebook	www.facebook.com/SeattleOPCD
Twitter	www.twitter.com/SeattleOPCD
Instagram	www.instagram.com/seattleopcd

Social media proved to be the most effective way to present information about the Plan to the public and to facilitate community discussions online. The combined reach of OPCD's Twitter and Facebook messaging around the One Seattle Plan from March to June 2022 was 54,954 impressions. Impressions are a measure of how many times a post on Twitter is seen by online users and takes into account users' followers to calculate a post's impact.

OPCD also communicated via our project email and the OPCD newsletter, which reached 5,123 recipients in June 2022. This mailing list included the official OPCD mailing list subscribers, registrants opting in via the Engagement Hub, and a wide range of community, neighborhood,

and advocacy stakeholder organizations. The mailing list was also used to notify the public about formal comment period deadlines and links to newly published documents. The OPCD newsletter was used to announce important milestones, communicate project updates, share educational materials and engagement updates, as well as to promote engagement events.

Additional metrics on social media traffic during Phase 1 engagement can be found in the [Phase 1 Engagement Report](#).

Outreach & Presentations

Boards and Commissions

OPCD presented to over 20 City of Seattle boards and commissions during early engagement. Interdepartmental coordination and meeting with Boards and Commissions allowed us to leverage internal expertise to shape key issues and Plan elements. The full list of boards and commissions we met with is available in [Appendix B](#).

Listening circle at Othello Tiny House Village

In the spring of 2022, our Community Liaison to the Unhoused partnered with the Low-Income Housing Institute to host listening circles and gather feedback from residents, focusing on their housing, transportation, and economic security needs.

Partnerships

During Phase 1 engagement, OPCD collaborated with the Department of Neighborhoods (DON) to form a cohort of Community Liaisons (CLs), and established contracts with seven Community-Based Organization (CBO) partners. These partnerships were instrumental in facilitating tailored, enhanced engagement with historically underrepresented groups. By prioritizing engagement that amplifies the voices of these communities, we aimed to ensure their perspectives are meaningfully integrated into the Plan Update. Through these efforts, OPCD worked to expand and deepen its engagement processes, advancing the goal of creating a racially equitable and socially just Plan Update.

Community Liaisons

In spring of 2022, OPCD began working with DON's Community Liaisons (CL) program to identify a cohort of liaisons to work alongside OPCD staff to perform outreach to specific racial, cultural, and other marginalized communities. Community Liaisons are professionals paid by the City to engage with communities of color and other historically marginalized communities more effectively. The Community Liaisons also augment other language access services for non-English-speaking communities. OPCD's Community Liaison cohort was collectively conversant in Somali, Amharic, Oromo, Vietnamese, Chinese (Mandarin), Cham, and Spanish,

and worked to engage with populations speaking these languages as well as with African American, Indigenous, Latinx, Seniors, People with Disabilities, and Unhoused populations across Seattle.

Community-Based Organizations (CBOs)

In March of 2022, OPCD contracted with five CBOs to engage the communities they serve around the Plan. The CBO selection process for the Plan Update prioritized BIPOC-led and serving communities—particularly BIPOC populations—that have been historically left out of the City’s engagement processes. Through their engagement, the CBOs identified and elevated the perspectives and needs of the communities they serve, helping to inform a Plan Update that is responsive to the issues and recommendations raised through their engagement work. The work of each CBO was supported by one-year, \$30,000 contracts to compensate for their time, expertise, and shared knowledge. Beginning in March of Phase 1, OPCD contracted with the following CBOs:

- Asian Pacific American Labor Alliance (APALA)
- Capitol Hill Eco District
- Duwamish Valley Sustainability Association/ Duwamish Valley Youth Vision Project
- Estelita’s Library
- Khmer Community of Seattle/King County/ Noio Pathways/ KIMYUNITY

In Phase 2 of engagement, additional funding allowed OPCD to contract with two other CBO partners, who began work in October 2022. Each of these groups was contracted for a shorter, six-month contract period, supported by \$15,000, and followed the same engagement approach as the original five CBOs listed above:

- Wa Na Wari/ CACE 21
- sləpɪləbɛx^w (Rising Tides)

Each CBO was contracted to create a customized, one-year engagement plan that they used to engage the communities they regularly serve over the course their work. CBOs led engagement events ranging from field trips, community events & celebrations, listening sessions, interviews, photography and mapping, and bicycle tours. The CBOs shared insights, data, and feedback from this engagement with their communities that amplified their perspectives, needs, and visions for the Plan Update.

By Spring 2023, each group developed a report that summarized their engagement process, what they heard, and resulting policy recommendations for the Plan. Links to these CBO final

reports, containing descriptions of their engagement workplans' policy recommendations for the Plan, can be found on the OPCD website and accessed in [Appendix C](#).

Phase 1 Engagement metrics:

OPCD received **2, 513** feedback responses during Phase 1 engagement:

- 2,348 community members responded to the seven-question "Phase 1 Survey", which was hosted on the Engagement Hub
- 165 comments were received via the Engagement Hub's "Leave a General Comment" form

Phase 2: Shaping the Plan (Summer 2022 – Fall 2023)

During Phase 2, OPCD sought more detailed public input intended to shape the environmental review and the updated Plan. Specifically, objectives for Phase 2 included the following:

- Provide information to the public on the scope of an anticipated environmental impact statement (EIS) and seek input on potential growth strategy alternatives, impacts, and mitigation measures
- Seek out more specific input on the proposed new and revised policies in each of the Plan elements
- Create opportunities for BIPOC communities to participate in developing equitable growth strategy concepts, including anti-displacement strategies, and policies to address equity gaps in the Seattle 2035 Plan

Events

Outreach with HSD's Free Lunch Program

In the summer of 2022, OPCD collaborated with the City's Human Services Department (HSD) to offer engagement materials, surveys, and staffing assistance for the Free Lunch Program. This helped to engage with low-income youth and families who participated in the program, which served over 40 locations in Seattle and provided 800 daily meals in areas with high rates of qualification for Free and Reduced Lunch.

Engagement Pop Ups

In the fall of 2022, OPCD shared information about the Plan and gathered feedback via activities and conversations by joining existing events being held in community. Events included the

Othello International Festival, the Seattle Design Festival, the Lake City Farmers Market, and the Rainier Back2School Bash.

We also coordinated with Seattle Department of Transportation to make both One Seattle Plan and STP information and commenting opportunities available at more than 130 community events across the city. OPCD coordinated extensively with SDOT policy and engagement staff in parallel development of the STP during this time. OPCD and SDOT sharing engagement resources, jointly managed several CBO partnerships and CLs, and shared data that informed both projects. See [Appendix A](#) for a list of community events featuring One Seattle Plan material distribution and outreach during Phase 2 engagement.

EIS Scoping

In June 2022, OPCD released a scoping notice and draft growth concepts that might be studied in the EIS, with a 60-day comment period from June 23 through August 22. During the comment period, the City held two citywide scoping meetings on June 29 and July 19 and a special meeting on the 130th and 145th Street station areas on July 21.



Community Meeting Series

Between November 14, 2022, and January 30th, 2023, OPCD hosted a Community Meetings Series as in-person events at locations across the city. The meetings included information about the Comprehensive Plan and the update process, with breakout groups for facilitated discussion of two focus topics: housing and neighborhood investments.

Feedback was collected from participants during meeting conversations, as well as written comment left by meeting participants at information stations. See [Appendix D](#) for a list of Community Meeting Series dates and locations.

The Community Meeting series was attended by over 1,500 residents across Seattle.

Anti-Displacement Engagement

Between June and July of 2023, OPCD facilitated stakeholder interviews with representatives from over 40 organizations working to address displacement in their communities. A list of anti-displacement stakeholders interviewed can be found in [Appendix E](#).

Online Tools & Media

For the EIS scoping process, the City created an [overview website](#) describing the draft approach and growth concepts and providing contextual and technical information to help the public understand and comment. The Engagement Hub also included tools for the public to provide comments on the EIS scope.

OPCD also used the Engagement Hub to publish engagement data and reports, including the final reports submitted by CBO partners. The transcribed conversations and final reports from the Community Meeting series were also published on the Engagement Hub.

During Phase 3, OPCD continued to utilize our e-newsletter and social media to broadly promote the engagement period and to share educational materials and information about the Draft Plan. OPCD staff responded to questions and provided information using our project email (OneSeattleCompPlan@seattle.gov). This project email was also open to receive public comment during the Draft Plan engagement period.

Materials

The following materials were used to provide information to the public about the EIS process before, during, and after the EIS Scoping period (June 23-August 2, 2022):

- [EIS Scoping Overview](#)
- [EIS Scoping Fact Sheet](#)
- [DRAFT Equity and Climate Metrics](#)
- [DRAFT Displacement Risk Index Summary](#)
- [EIS Scoping Notice](#)
- [Additional Detail on Alternatives for 130th and 145th Station Areas](#)
- [Scoping meeting slide presentation](#)
- [EIS Scoping Meeting \(June 29\) Video Recording](#)
- [EIS Scoping Meeting \(July 19\) Video Recording](#)

The following materials were used to provide information to the public about the Plan Update during and after our Community Meeting Series (November 2022-January 2023):

- [One Seattle Plan Meeting Materials](#) (English)
- [One Seattle Plan Meeting Materials](#) (Tier 1 Translations)

CBO Reports & Recommendations (Spring 2023)

During Phase 2, CBO partners led a wide range of engagement activities to engage the communities they serve, hosting events ranging from field trips, community events & celebrations, listening sessions, interviews, photography and spatial mapping, and bicycle tours.

As several of the CBOs were jointly contracted with SDOT engage their communities around the STP, which enabled a high degree of coordination between OPCD and SDOT around CBO engagement for these plans. Both departments supported CBO engagement events and utilized periodic feedback updates to inform the One Settle Plan Update and Seattle Transportation Plan over the course of Phase 2.

After completing year-long outreach plans in their communities, each CBO partner submitted a report detailing their tailored outreach activities and strategies, as well as key policy recommendations which informed the Plan Update.



The following reports were made available to the public via the Engagement Hub and OPCD One Seattle Plan website:

- [APALA's Report & Recommendations](#)
- [DVSA's Report & Recommendations](#)
- [Estelita's Library Report & Recommendations](#)
- [KCSKC/Noio Pathways/Kimyunity's Report & Recommendations.](#)
- [Capitol Hill EcoDistrict's Report & Recommendations](#)
- [Wa Na Wari/CACE 21's Report & Recommendations](#)

In September 2023, OPCD partnered with DVSA, NW Film Forum, and Remove the Gap to co-create a short [video](#) with DVSA youth leaders. OPCD promoted this video via



the Engagement Hub, social media, and via our newsletter to raise awareness about the CBO engagement work.

Phase 2 engagement metrics

During Phase 2 engagement, OPCD received **5,414** comments:

- During the EIS scoping period, OPCD received 1,591 comments.
 - 1,496 comments were received through Engagement Hub
 - 95 comments were received via email
- OPCD received 3,823 comments during the five in-person and one online Community Meeting Series

During EIS Scoping, OPCD received organizational comment letters from 20 groups. See [Appendix F](#) for a list of organizations that submitted comment letters during EIS Scoping.

Phase 3: Review and Refine (Winter 2024 – Summer 2024)

Phase 3 of engagement began with the release of a Draft Environmental Impact Statement (DEIS) and Draft Comprehensive Plan. This phase involved multiple opportunities for the public to learn about the DEIS and the Draft Plan and to provide public comment during a 60-day comment period. Phase 3 also included release of initial concepts for zoning changes to comply with HB 1110, with an opportunity for the public to comment on this material.

Objectives for Phase 3 include the following:

- Engage with the public broadly with information about the Draft Plan, especially the draft Growth Strategy, and DEIS, with opportunities to provide comment
- Solicit public comment on the draft Growth Strategy, including the number and location of centers and corridors identified for increased density and housing options
- Provide additional engagement opportunities related to potential zoning changes to implement HB 1110
- Sustain capacity and continue targeted engagement with BIPOC and other marginalized communities throughout the review and comment periods

Events

DEIS Information Sessions and Public Hearings

OPCD released the DEIS and invited public comments during a comment period from March 7, 2024, to May 6, 2024.

OPCD hosted information sessions to provide information and field questions from the public on April 2 and 11, 2024. An additional information session for NE 130th and 145th Street station areas was held on April 18th. OPCD hosted public hearings on the DEIS. The DEIS hearings were hybrid (online and in-person) and took place on Wednesday, April 17 and 22, 2024.

Draft Plan Open Houses

The Draft One Seattle Plan was released for public comment on March 5, 2024. The Draft Plan engagement period was originally announced as a 60-day comment period but was ultimately extended in response to community demand for additional time; the Draft Plan comment period closed on May 20, 2024.

OPCD hosted seven Draft Plan Open Houses—one in each Council District—as well as one online citywide meeting. Over 1,500 people attended these meetings. The purpose of the Draft Plan Open Houses was to provide community members with the opportunity to ask questions and learn more about the Draft Plan, and to also to provide community members with information about how to comment on the Draft Plan.

A list of Open House meeting locations and dates can be found in [Appendix D](#).

Stakeholder meetings

During Draft Plan engagement, OPCD met with, presented to, and appeared on panels before over 30 citywide, neighborhood, and community-based organizations and groups. Several of these meetings took the form of joint presentations to multiple neighborhood groups.

A list of stakeholder meetings held during Draft Plan engagement can be found in [Appendix G](#).

Online Tools

During Draft Plan engagement, a new tool on the One Seattle Plan Engagement Hub made it easier for residents to provide feedback, with the option to leave comments directly on the online Draft Plan document on pages of interest. This feature facilitated staff use of public comment to consider potential revisions to the goals, policies, and narrative in the Draft Plan.

DEIS information was made available via a Storymap website. Comments on the DEIS were accepted via email and US mail.



Materials

The following materials were released in March 2024:

- [Draft One Seattle Plan Update](#)
- [Updating Seattle's Neighborhood Residential Zones](#)
- [Growth Strategy Summary](#)
 - [District 1 Growth Strategy Map](#)
 - [District 2 Growth Strategy Map](#)
 - [District 3 Growth Strategy Map](#)
 - [District 4 Growth Strategy Map](#)
 - [District 5 Growth Strategy Map](#)
 - [District 6 Growth Strategy Map](#)
 - [District 7 Growth Strategy Map](#)
- [Draft Plan Summary](#) (English; Tier 1 translations available [here](#))
- [Anti-Displacement Framework](#)
 - [Anti-Displacement Framework Appendix](#)

The following materials were made available to provide additional information and context for the public during Draft Plan engagement:

- [Frequently Asked Questions](#)
- [Engagement Summary](#)

The following engagement materials were made available online to extend reach and boost accessibility of materials during the Draft Plan comment period:

- [Open House Presentation Boards](#) (Large 32mb file)
- [Presentation to City Council](#) (recorded presentation)
- [Virtual Open House Meeting, May 2](#) (recorded presentation)

Phase 3 engagement metrics

During Phase 3 engagement, OPCD received **5,918 comments**.

- OPCD received 504 comments on the DEIS.
- OPCD received 5,725 comments on the Draft Plan, including:
 - 3,724 comments were submitted via our Engagement Hub, as comments left directly on an interactive online pdf of the Draft Plan document
 - 1,636 comments were received via OPCD's One Seattle Plan project email (OneSeattleCompPlan@seattle.gov)
 - 345 written comments via comment cards/comment box at our in-person Draft Plan open houses
 - 20 individual comments were received via US mail

OPCD received comment letters from over 80 organizations during the Draft Plan comment period. Groups that submitted organizational comment letters are listed in [Appendix F](#).

Phase 4: Zoning Update Engagement (Fall 2024)

Phase 4 launched with the release of the Mayor's Recommended Growth Strategy and draft legislation with zoning changes to implement the strategy. A 60-day public comment period was available to comment on the draft zoning proposal.

Objectives for Phase 4 include the following:

- Provide information to the public about the Mayor's Recommended Growth Strategy
- Provide detailed information to the public about proposed zoning changes
- Provide multiple options for reviewing the zoning proposal and providing comment, both online and in person
- Specifically, focus comment opportunities on the draft zoning legislation and zoning maps that implement the Mayor's Recommended Growth Strategy, including input on which zones would be most appropriate to provide for housing options within new and expanded centers and corridors

Events

Zoning Update Information Sessions

OPCD hosted a series of seven in-person open house style Zoning Update Information Sessions to share information about the proposed zoning with the public. OPCD also hosted three virtual, citywide information sessions as a complement to these in-person information sessions. A list of event dates and locations can be found in [Appendix C](#).

Virtual Office Hour Sessions

OPCD hosted eight Virtual Office Hours sessions to field questions and provide answers to questions submitted by session participants. Office Hours were two to three hours of virtual availability to for members of the public to meet online with OPCD staff. This virtual format effectively maximized OPCD staff availability during Phase 4 engagement, affording staff ample time to provide detailed responses to questions.

Online Tools

Zoning Update Website

During Phase 4 engagement, OPCD launched a new Zoning Update website dedicated to sharing information about the proposed zoning changes to implement the growth strategy. The website provided commenting tools that allowed the public to leave comments pinned to specific locations on online maps showing proposed zoning. A General Form provided an option to submit more general non-map-based comments.

Materials

Growth Strategy Materials

Two documents - [Growth Strategy & Zoning Update Overview](#) and [Detailed Growth Strategy Summary](#) – provided background on the zoning proposal. These materials were featured prominently on the Zoning Update website, along with a linked map of the zoning changes.

Zoning maps released during Phase 4 were published on the Zoning Update website on an [interactive online map](#). Standalone maps of proposed zoning in pdf format were also available for public download, including:

Proposed zoning changes by Neighborhood Center, organized by Council District:

- [District 1](#)
- [District 2](#)
- [District 3](#)
- [District 4](#)
- [District 5](#)
- [District 6](#)
- [District 7](#)
- [Citywide](#)

A series of Neighborhood Center profiles informed the public about the characteristics of proposed Neighborhood Centers:

- [District 1](#)
- [District 2](#)
- [District 3](#)
- [District 4](#)
- [District 5](#)
- [District 6](#)
- [District 7](#)

Additional materials:

- [Zoning Update FAQ](#) provides information about several common topics
- Summary of development standards for [Lowrise Multifamily zones](#) and [Midrise Multifamily zones](#)
- [Updating Neighborhood Residential Zoning](#)
- [Overview of NR Zoning \(video\)](#)
- [How to Comment \(video\)](#)
- [Phase 1 Legislation text](#)

Recorded Engagement Events

As a complement to in-person Information Sessions, OPCD hosted three citywide, virtual Information Sessions. OPCD staff presented an overview slide deck and answered questions via a live Q&A chat function. Virtual Information Sessions were recorded and made available on our Zoning Update website. These sessions occurred on the following dates:

Wed, Oct 23 [Virtual Information Session](#)

Thu, Dec 12 [Virtual Information Session](#)

Tues, Dec 17 [Virtual Information Session](#)

Media

The above information and materials were made available on our Zoning Update website, as well as the OPCD's One Seattle Plan homepage. Materials were used in media outreach, including mailing lists and OPCD newsletters, as well as social media promotion.

OPCD utilized both paid and earned media during Phase 4 of engagement to promote information about the proposal, the comment period timeframe, and information on how to provide comment.

OPCD also utilized paid advertising to share information about the Zoning Proposals, including local print and online media outlets, radio spots, and partnering with a service that posted Information Session flyers across the city in neighborhood community spaces and businesses.

OPCD leveraged earned media to boost outreach and awareness about the Zoning Update, holding a press briefing to communicate the proposal, timeline, and commenting process to the general public.

OPCD partnered with DON staff to boost local promotion of Zoning Update Information Sessions. City staff promoted these events by flyering and posting yard signs with meeting information at local businesses and community spaces. DON Community Liaisons promoted and attended Information Sessions to provide language-access within the communities they serve.

Phase 4 engagement metrics

During Phase 4 engagement, OPCD received 9,221 comments:

- 3,103 comments were received via the online General Form hosted on the [Zoning Update website](#)
- 4,351 comments were dropped onto the online zoning proposal map hosted on [the Zoning Update website](#)
- 1,767 comments were emailed to the Zoning Update email address (OneSeattlePlan.Zoning@seattle.gov)

In addition, OPCD received comment letters representing 38 organizations. Groups that submitted a comment letter during Phase 4 engagement are listed in [Appendix F](#).