

# One Seattle Comprehensive Plan 2024 Update

## Public Participation Program (March 2022)

### Introduction

The City of Seattle (City) is required under the Growth Management Act (GMA) to review and update its Comprehensive Plan (Plan) no later than 2024. The Plan, originally adopted in 1994, contains a citywide growth strategy along with policies that guide regulations, investments, and programs in the areas of land use, housing, transportation, economy, environment, and more. The 2024 One Seattle Comprehensive Plan Update (Plan Update) will chart a course for the next 20 years as the City takes steps to support existing communities and plan for new housing and jobs with the goal of helping Seattle become a more equitable, resilient, connected, and sustainable city.

Broad and deep engagement with those who live, work, learn, and play in Seattle will help create a Plan that accurately reflects and addresses the needs and desires of our diverse communities. The GMA requires local governments to create and broadly disseminate a Public Participation Program (Program).<sup>1</sup> This Program describes how the City will meet the requirements for early and continuous public participation during the review and update of the Plan. The elements in this Program may support the creation of legislation to implement the vision in the Comprehensive Plan.

As we embark upon the Plan Update, the Office of Planning and Community Development (OPCD) is committed to robust community engagement over a several year planning process. Community input helps the City to better understand the values, hopes, concerns, and perspectives of Seattle residents and stakeholders. As we begin this work, the City is facing multiple challenges – repairing a legacy and ongoing reality of racial injustice, mitigating and adapting to climate change, tackling housing affordability and homelessness, and recovering from the impacts of the COVID-19 pandemic. For all these reasons, broad and deep engagement will be crucial to a successful completion of the Plan Update.

### Goals & Principles

OPCD has identified initial goals for community engagement for the Plan Update. These goals are informed by [OPCD's Equitable Community Engagement Ethos](#) that guides our work on a range of planning and community development initiatives. They also reflect the goals and policies established in the Community Engagement Element of the current Seattle 2035 Comprehensive Plan and are responsive to the recommendations in the Racial Equity Analysis of the current plan completed in 2021.

#### Goals:

- Engage all residents and stakeholders at both the neighborhood and citywide levels in meaningful and relevant dialogue about the future of Seattle

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<sup>1</sup> RCW 36.70A.140.

- Center race and equity in the engagement and planning process by giving voice and power to communities that have been historically marginalized, especially Black, Indigenous, and People of Color (BIPOC) communities
- Build capacity to enable all communities to fully engage in the update of the Plan and its implementation
- Use plain talk, high-quality graphics, and new media to communicate information about the update
- 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 relationships and coordinate outreach with key partners
- Adapt to the need for and opportunities presented by a hybrid model of in-person and virtual outreach strategies that can reach more people and lower barriers to engagement

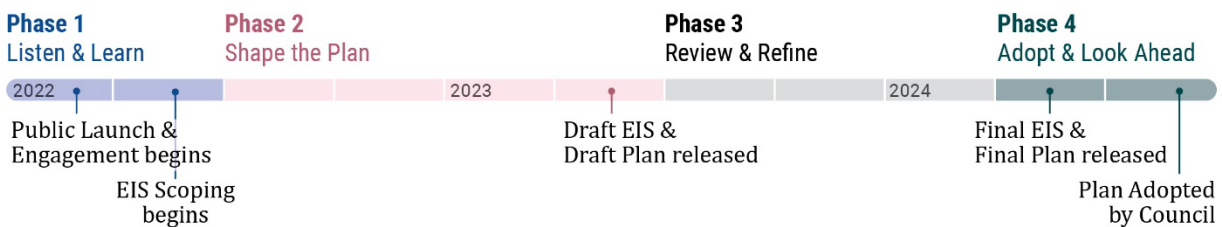
**Key Audiences**

The Plan Update will be a citywide effort that endeavors to engage with a broad and inclusive range of stakeholders and communities, including residents, neighborhood and community groups, cultural organizations, business stakeholders, advocacy organizations, and other public and private agencies.

Further, OPCD will focus its community engagement resources in a way that centers race and equity and lifts up people and communities who historically have been systematically prevented from accessing opportunities to influence policy decisions, frequently resulting in inequitable outcomes, disparate harms, and unequal access to benefits created by growth and investment. This heightened focus includes BIPOC communities, low-income populations, renters, limited-English populations, people experiencing homelessness, youth, elders, the LGBTQ+ community, and other underserved communities.

**Public Participation Schedule & Key Milestones**

Community engagement for the Plan Update will occur over four phases of the project, as summarized in the timeline graphic below. Each phase will have distinct objectives and activities that are planned to engage community members and key stakeholders in identifying issues, developing policy concepts, and shaping the final recommended plan that will be considered by the City Council in 2024.



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

During the first phase, OPCD is launching formal community engagement for the Plan Update with a focus on visioning and issue identification.

Objectives for Phase 1 include the following:

- 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
- 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

Phase 2: Shape the Plan (Summer 2022-Spring 2023)

During the second phase, OPCD will deepen community engagement to inform and shape growth alternatives, scope of environmental analysis, and new and revised Comprehensive Plan policies. Growth strategy options will be informed by the broad goals and principles derived from community feedback, technical analysis, and range of desired alternatives for study established by the City Council.

Objectives for Phase 2 include 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

Phase 3: Review and Refine (Spring 2023-Winter 2024)

Phase 3 of community engagement will begin with release of a Draft Environmental Impact Statement (DEIS) and draft Comprehensive Plan document. This Phase will involve multiple 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 release of a final “Mayor’s Plan” for transmittal to City Council in 2024. There will be a formal comment period during this period associated with the DEIS, in which the public will be invited to submit feedback on this body of work specifically. During Phase 3 we will also engage local communities more deeply around zoning changes that may be needed to implement the plan.

Objectives for Phase 3 include the following:

- Engage with the public broadly with information about the draft Plan and DEIS with meaningful opportunities to provide comment
- Provide additional engagement opportunities related to any zoning changes that may be needed to implement the plan
- Sustain capacity and continue targeted engagement with BIPOC and other marginalized communities throughout the review and comment periods

Phase 4: Adopt and Look Ahead (Spring-Fall 2024)

Phase 4 begins with the transmittal of the “Mayor’s Plan” including a final preferred growth strategy to City Council. Council adoption is due under GMA by December 2024 but may occur earlier. During this period, OPCD will continue working with community on important implementation steps, such as any code changes that may be needed to implement land use or other related policies in the Plan.

Throughout the Plan Update, OPCD will seek opportunities to coordinate, leverage, and streamline engagement activities with similar work in other City Departments for the benefit of both the City and the public. In particular, OPCD will work closely with SDOT to coordinate planning and engagement activities for the Plan Update with the development of SDOT’s new Seattle Transportation Plan (STP). The alignment of the timelines of the Plan Update and the STP provides a key opportunity to collaborate on overlapping issues and goals and will allow both groups to extend the efficacy of our engagement and planning efforts.

**Racial Equity Toolkit**

OPCD will build on the work of the Racial Equity Analysis of the Seattle 2035 Comprehensive Plan and Urban Village Strategy that was completed in 2021. That analysis described some of the inequitable outcomes, disparate harms, and unequal access to benefits created by growth and investment as structured in past planning efforts.

The Plan Update will incorporate the City’s Racial Equity Toolkit (RET) process. The RET will inform and be informed by all phases of community engagement. Early engagement will help to identify racially equitable outcomes for the Plan Update. New growth strategies and policy elements in the draft Plan will be evaluated for their potential impacts to these same historically marginalized communities. More equitable engagement strategies throughout the planning process are intended to lift up the voices of these residents to help shape the Plan. This sustained community engagement is intended to reduce the risk of exacerbating previous harms.

**Methods and Tools**

OPCD will use a variety of community engagement tools, tailored to the needs and opportunities during each phase of the update.

The following websites and social media will be used to share information and provide opportunities for citizen feedback to help shape the Plan:

Website	<a href="http://www.seattle.gov/opcd/one-seattle-plan">www.seattle.gov/opcd/one-seattle-plan</a>
Email	<a href="mailto:OneSeattleCompPlan@seattle.gov">OneSeattleCompPlan@seattle.gov</a>
Listserv	<a href="http://www.seattle.gov/opcd/one-seattle-plan/get-involved">www.seattle.gov/opcd/one-seattle-plan/get-involved</a>
Facebook	<a href="http://www.facebook.com/SeattleOPCD">www.facebook.com/SeattleOPCD</a>
Twitter	<a href="http://www.twitter.com/SeattleOPCD">www.twitter.com/SeattleOPCD</a>

The City will create a primary City website for the Plan Update, which will serve multiple functions as a tool for engagement. It will serve as a clearinghouse for public information about the engagement and planning process, and as a portal for posting key documents and updates in the planning and EIS process. The website will serve as a landing page for social media, our e-newsletter, and engagement calendars and announcements.

As a supplement to the primary City website, OPCD will also use a portal for interactive online engagement - CitizenLab. This virtual tool will serve as our central hub for online engagement, where the public can interact with engagement opportunities such as surveys, polls, interactive exercises, small and large group discussions, and webinars. Users can provide commentary and engage in discussion about key policy and issue areas addressed in the Plan Update. Through this platform, the public will be

able to access the full spectrum of engagement materials generated over the course of the engagement process, including report outs and feedback summaries from previous phases as well as current and future opportunities to get involved in both in-person and virtual engagement opportunities.

In addition to the project's web presence, some or all of the following methods will be used in one or more phases to achieve broad and continuous public participation, with a focus on engagement with historically marginalized communities.

#### Broad dissemination of background data, growth alternatives, proposals, and alternatives

- Documents such as the Public Participation Program, Draft and Final Plans, Draft and Final Environmental Impact Statements, and other project materials will be posted on the project website
- Notice of the availability of the DEIS and OPCD's draft Plan will also be published in the Seattle Times (a newspaper of general circulation)
- Links on project website and social media to background reports, research, and articles relevant to issues addressed in the Plan Update
- Press briefings for reporters and bloggers, and press releases distributed to local community and ethnic media

#### Opportunities for written comments

- Online public feedback tools (e.g., email, website, social media)
- Comment forms available at public meetings
- Comment and discussion forums hosted on our virtual online engagement platform
- Formal comment periods for the Draft EIS and draft Comprehensive Plan document

#### Consideration of and response to public comments

- The City will consider public comments throughout the Plan Update process and respond as set forth in the Seattle Municipal Code.

#### Public meetings after effective notice

- General notice of the time and place and/or online access for the public meetings will be provided through standard notice procedures such as emails to project listserv and other related email lists.

#### Survey tools

- Provide open and closed ended response options to collect quantitative and qualitative feedback on key growth strategy and policy questions
- Provide space for community members to suggest and discuss new issues, growth strategies, and policy subjects

#### Community conversations and workshops

- Provide for community-driven discussions on elements of the Plan, its policy areas, and growth strategies

## **Community Partners**

Identifying and uplifting the voices of marginalized communities is a central driving principal for OPCD's overall community engagement strategy. To that end, OPCD has invested in community partnerships which will elevate the voices of marginalized communities in the creation and implementation of this engagement process.

### Community-based organizations as engagement partners

OPCD has awarded contracts to 6 community organizations to co-create and carry out engagement activities with a focus on reaching historically marginalized communities across the city. Partner organizations will work with the City to design and implement culturally appropriate methods, tools, technologies, and spaces to inform, engage, and collect feedback from such communities. Methods will include community surveys, walking tours, community conversation sessions, focus groups, social media campaigns, community and youth art activations, pop-up events, youth engagement programs, capacity building sessions, and other activities.

The community partner organizations are:

- [Asian Pacific American Labor Alliance \(APALA\)](#)
- [Capitol Hill Eco District](#)
- [Duwamish Valley Sustainability Association](#)
- [Estelita's Library](#)
- [Khmer Community of Seattle/King County](#)
- [We Become / Sea Potential](#)

This work will begin in Spring 2022 and continue through Phase 2 of the Plan engagement into the first quarter of 2023. OPCD's partnerships with community organizations will occur in tandem with a parallel set of partnerships with SDOT to support the STP process. Input from community, both qualitative and quantitative, will be documented to inform and shape policy recommendations for the Comprehensive Plan.

### Community Liaisons as engagement partners

A cohort of Community Liaisons, contracted through the Department of Neighborhoods, will support outreach for the Plan update. The Community Liaison program identifies trusted leaders within key marginalized communities that will be given a paid opportunity to work with OPCD to inform and gain feedback from the communities in which they specialize. The Community Liaisons will also augment other language access services for non-English speaking communities.

The Community Liaisons will provide support for Plan engagement in the form of surveys in targeted communities, convening and facilitating community conversations, and assistance to OPCD in other areas, such as translation.

## **Accessible communication**

OPCD is committed to enhancing participation in the Plan update through removal of language barriers and will seek to employ the following approaches:

- Work with the Office of Immigrant and Refugee Affairs' (OIRA) Language Access program to provide multiple translations into Seattle's most current top seven languages of key documents
- Utilize our partnerships with Community Liaisons to provide on-the-ground interpretation to facilitate discussions and gather feedback
- Utilize a virtual engagement platform with the ability to provide engagement information in multiple languages, including the City's seven Tier 1 languages
- Work with OIRA to provide translators and incorporate ADA-accessibility at online and in-person public forums such as workshops and focus groups
- Strive to use plain language and incorporate infographics, maps, and other graphic elements which easily convey information and ideas about the Plan Update
- Offer multiple channels and platforms for engagement—both virtual and in-person—that take advantage of recent and ongoing pandemic-related restrictions, embracing virtual engagement as a potential strategy for lowering barriers to accessing engagement opportunities

### **Engagement with Seattle's Boards and Commissions**

Seattle's boards and commissions have an important role in elevating community voice to guide City policy and programs across multiple topics and areas of work. Presentations to and opportunities for discussion and feedback from board members and commissioners can be an effective way to connect a broad range of community stakeholders to the Plan update. All board and commission meetings are open to the public. OPCD will identify boards and commissions whose work intersects with the Plan Update and offer briefings and opportunities to comment during the first three phases of engagement.

### **Special Role of the Seattle Planning Commission**

The Seattle Planning Commission (Commission), comprised of 16 volunteer members appointed by the Mayor and Council, focuses its work to be "the steward of the Comprehensive Plan" and as such has a special role in OPCD engagement for the Plan Update. The Commission provides independent and objective advice to the Mayor, Council, and City departments on broad planning goals, policies, and plans for the development of Seattle. The Commission focuses on issues that shape Seattle including land use, transportation, housing, and environmental policy. OPCD will provide regular briefings for the Commission on the Plan Update and will seek input, advice, and comments from the Commission.

### **Conclusion**

This Public Participation Program may be updated as conditions change or additional resources to support outreach activities become available. We welcome feedback from community about the value and effectiveness of engagement approaches.

To provide feedback on the Program, please contact the project team at:

[oneseattlecompplan@seattle.gov](mailto:oneseattlecompplan@seattle.gov).

For media inquiries, please contact Jason Kelly, OPCD Communications Director, at:

[Jason.w.kelly@seattle.gov](mailto:Jason.w.kelly@seattle.gov).