



# URM Communications Working Group | Mtg #1

Photo by John Skelton



**Seattle** Department of  
Construction and Inspections

**Seattle** Office of  
Emergency Management

February 27, 2023

# 2017 Policy Committee Recommendations

---

**Funding** to educate building owners– An educational program directed towards URM building owners and tenants, focused on the importance of a seismic retrofit for public safety, could be funded by the City. The program is intended to provide information on the potential consequences of not retrofitting a URM building and encourage building owner action, perhaps averting additional cleanup and disposal costs associated with a future disaster event.

# Resolution 32033

- Culturally and linguistically appropriate community outreach and engagement
  - Focus on communities of color and low-income communities who may be disproportionately impacted by earthquake damage to URM's and the proposed retrofit requirement.
- Provide coaching for owners of URM's
- Prepare a communication strategy

|  |  |
|--|--|
| 21                                     | C. Continue culturally and linguistically appropriate community outreach and           |
| 22                                     | engagement, with a focus on communities of color and low-income communities who may be |
| Template last revised December 2, 2019 |  |
| 4                                      |  |

|  |   |
|--|---|
| Yolanda Ho<br>LEG URM Retrofit Program RES<br>D2 |   |
| 1  | disproportionately impacted by earthquake damage to URM's and the proposed URM retrofit       |
| 2  | requirement;  |
| 3  | D. Work with the Department of Neighborhoods to design and implement a process to             |
| 4  | coordinate and streamline URM retrofits and permitting in historic districts and for landmark |
| 5  | structures;   |
| 6  | E. Work with the Office of Housing and the Human Services Department to coordinate            |
| 7  | the timing of retrofits in URM's containing affordable housing or emergency shelter;          |
| 8  | F. Work with other City departments to develop strategies to mitigate displacement and        |
| 9  | higher commercial and residential rents as a result of URM retrofits;                         |
| 10   | G. Collaborate with Seattle Public Schools and private schools to develop an agreement        |
| 11   | on deadlines to complete retrofits for their URM's;   |
| 12   | H. Work with a public development authority or nongovernmental URM contractor to              |
| 13   | develop resources to provide coaching for owners of URM's and serve as a general resource for |
| 14   | residents and building owners about the program;  |
| 15   | I. Prepare a communication strategy; and  |





# Today's Meeting

## Introductions

- Seattle Department of Construction and Inspections Team
- Office of Emergency Management
- Alliance for Safety, Preservation and Affordability (ASAP!)
- Attendees

## Goal: Identify Engagement Points & Audiences

- Key stakeholders & desired outcomes
- Identify sub-groups, additional stakeholders and support needed
- Discuss milestones

## Next Steps

- Monthly and Quarterly Meetings
- 3/14 Memo & Tentative Council Briefing



# Introductions

---

Seattle Department of Construction & Inspections:

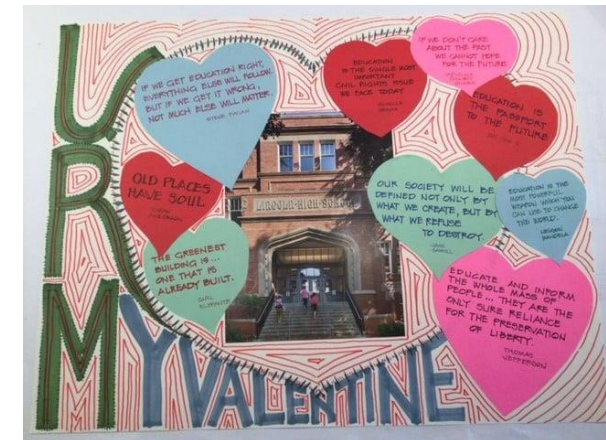
Office of Emergency Management

Alliance for Safety, Preservation, and Affordability (ASAP!)

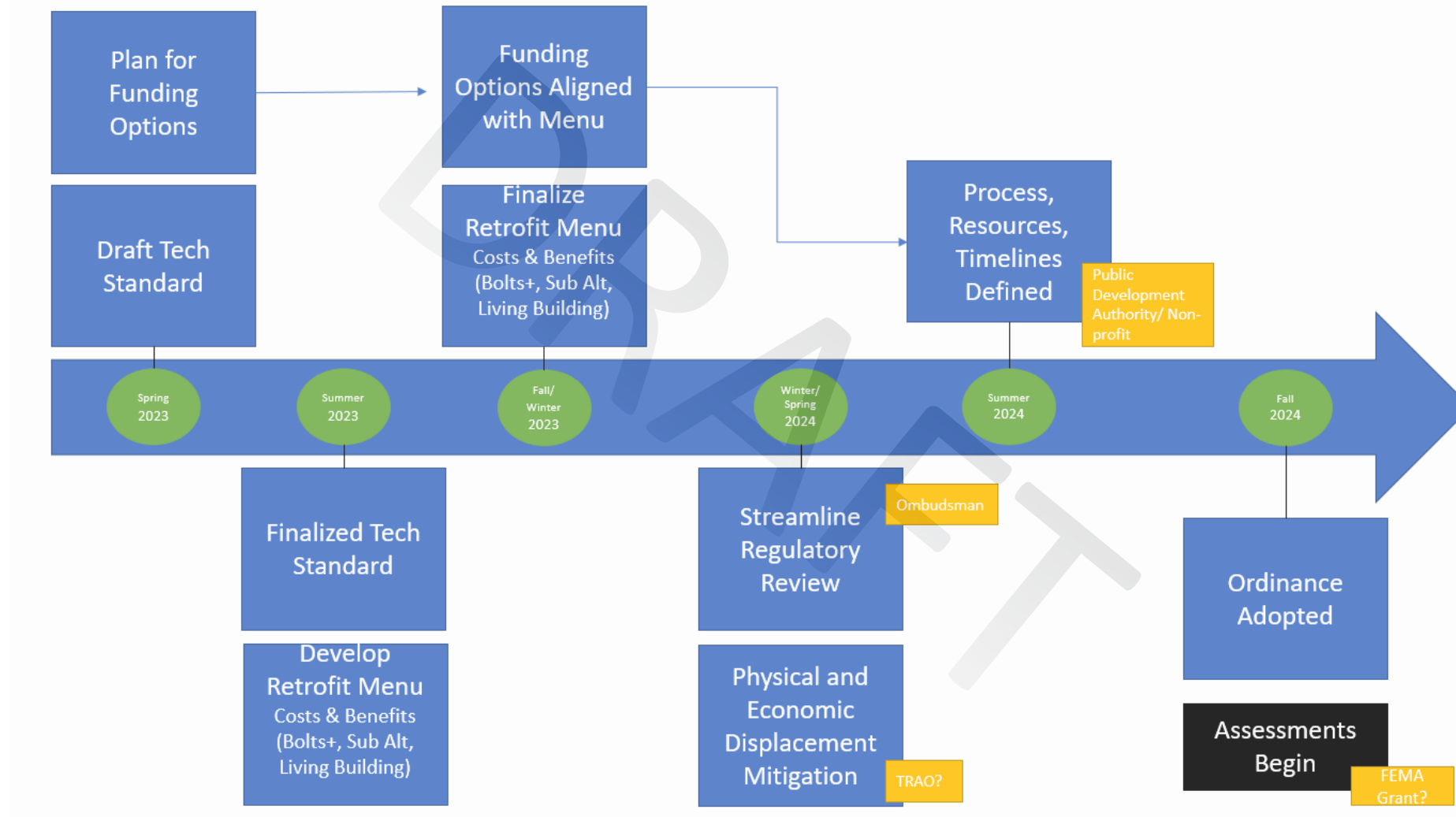


# Attendee Introductions

- Name
- Organization
- Communications Capabilities & Resources:
  - Social Media & Websites
  - Commercials & Campaigns
  - Brochures & Publications
  - Podcasts
  - Memberships & Organizations
  - Swag
  - Museums/Attraction
  - “Spheres of Influence”



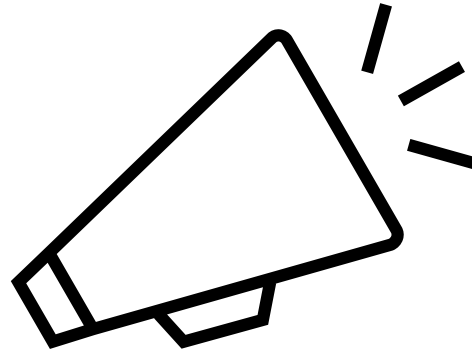
# Proposed Timeline



# Communications Plan

---

- Stakeholder & Desired Outcome Identification
- Message Development
- Timeline for Messages
- Delivery of Messages
- Successful Outcome
- Messenger





# Pathway to Adoption: Stakeholders

---

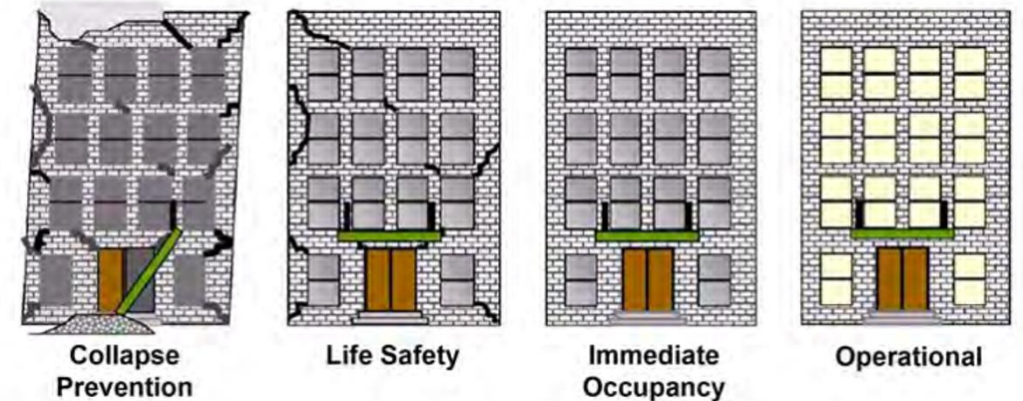
- Building Owners & Developers
- General Public
- Tenant & Tenant Rights Organizations
- Historic Preservation
- Contractors
- Internal City Departments
- Elected Officials

| Stakeholder                    | Objectives  | Message Content | Delivery Methods/<br>Venue | By When<br>(Frequency) |
|--------------------------------|---|-----------------|----------------------------|------------------------|
| Building Owners/<br>Developers | Understand Requirements<br>Retrofit<br>Retrofit to higher standards       |                 |                            |                        |
| General Public                 | Support URM retrofits<br>Home Retrofits (Brace + Bolt)<br>MyShake App     |                 |                            |                        |
| Tenants                        | Support retrofits<br>Prevent displacement, utilize<br>available resources |                 |                            |                        |
| Historic<br>Preservation       | Prevent demolitions   |                 |                            |                        |
| Contractors                    | Compliance,<br>Encourage upgrades   |                 |                            |                        |
| Internal City Depts            | Aligned programs<br>Consistent messaging                                  |                 |                            |                        |
| Elected Officials              | Adopt Ordinance   |                 |                            |                        |

# Stakeholder: Building Owners & Developers

## Action: Retrofit

- Understand vulnerability
- Ordinance intent- Minimum Life Safety Standard
- Minimum requirements for compliance
- Compliance timelines
- Opportunities to Upgrade
  - Higher performance
  - Energy, Accessibility, Electrification
- Costs of retrofits
- Resources available
  - Financing
  - Navigating process
    - Connection to contractors
    - Guidance through City permits
- Celebrate retrofits completed



# Stakeholder: General Public

## Action: Support URM retrofits, encourage home retrofits

- Education:
  - Understand vulnerability to earthquake hazards
    - Earthquake Anniversaries
  - Ordinance intent- Minimum Life Safety Standard
- Earthquake Preparedness and Mitigation
  - Home retrofits- chimneys, brace & bolt
  - Earthquake Early Warning
- Awareness of Mitigation Projects
  - Completed Retrofits
  - SDOT Partnerships
  - School Partnerships





# Stakeholder: Tenants & Tenant Rights Orgs

---

## **Action: Support URM Retrofits, utilize available resources**

- Understand URM vulnerability
- Ordinance intent- Minimum Life Safety Standard
- Resources to mitigate impacts
  - Displacement
  - Increased rents
  - Preserve historical landmarks and structures

# Historic Preservation

---

## **Action: Preserve historic URM**s

- Understand vulnerability
- Ordinance intent- Minimum Life Safety Standard
- Opportunities to Upgrade
  - Higher performance levels
  - Energy, Accessibility, Electrification
  - Additional requirements for historic and landmark structures
- Resources:
  - Funding Toolbox- Tax Credits
  - Partnerships- Historic Seattle, Historic South Downtown, Pioneer Square Alliance, etc.

# Stakeholder: Contractors

---

## **Action: Compliant retrofits, encourage higher standards**

- Education:
  - Ordinance intent
  - Minimum requirements for compliance
  - Compliance timelines
- Opportunities to Upgrade
  - Higher performance
  - Energy, Accessibility, Electrification
- Connections to building owners
  - Foster communication on vulnerability and performance

# Stakeholder: Internal City Departments

---

## **Action: Program & Resource development, consistent messaging**

- Education:
  - Ordinance intent- Minimum Life Safety Standard
  - Costs of inaction
- Impact Mitigation
  - Alignment of programs and timelines
  - Code triggers
  - Consistent messaging



# Stakeholder: Elected Officials

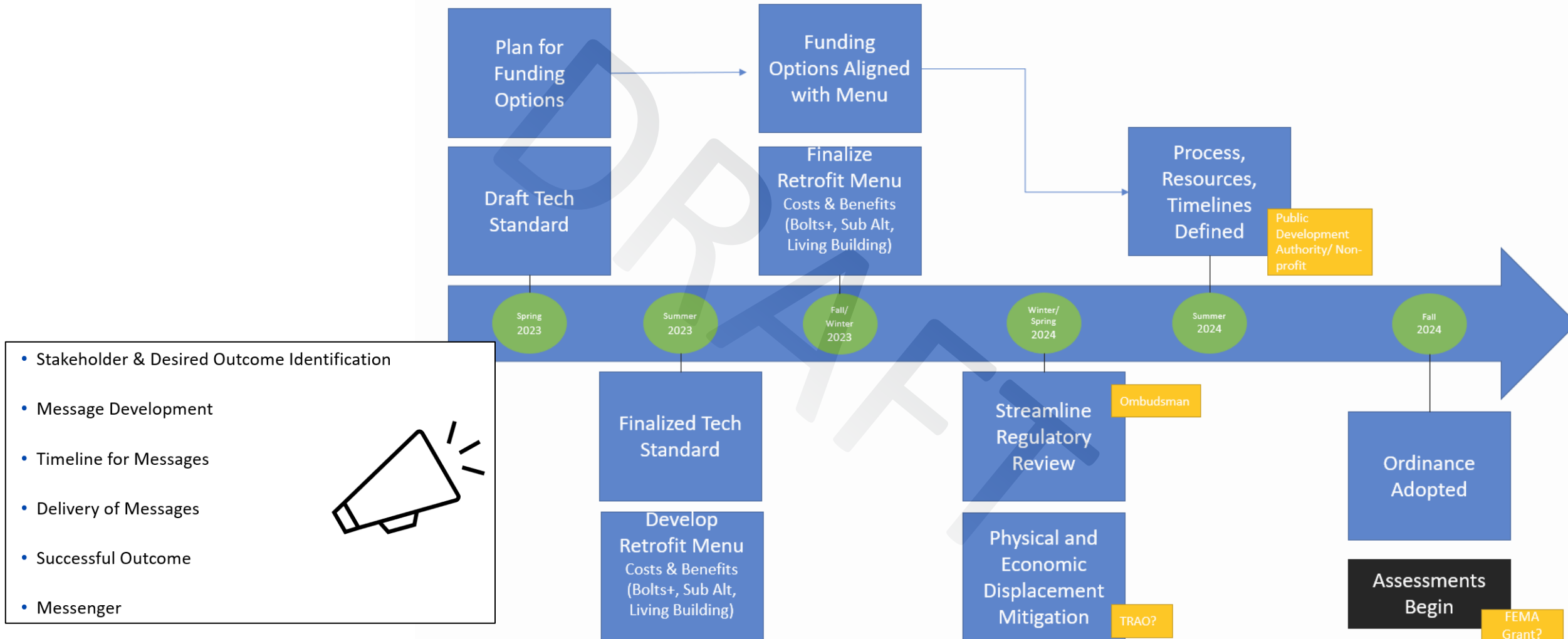
---

## **Action: Adopt Ordinance**

- Education:
  - Ordinance intent- Minimum Life Safety Standard
  - Costs of inaction and increased inequities
- Awareness of resources to reduce impacts
- Visible stakeholder support

# Additional Stakeholders? Audiences?

# Proposed Timeline



| Stakeholder                    | Objectives  | Message Content | Delivery Methods/<br>Venue | By When<br>(Frequency) |
|--------------------------------|---|-----------------|----------------------------|------------------------|
| Building Owners/<br>Developers | Understand Requirements<br>Retrofit<br>Retrofit to higher standards       |                 |                            |                        |
| General Public                 | Support URM retrofits<br>Home Retrofits (Brace + Bolt)<br>MyShake App     |                 |                            |                        |
| Tenants                        | Support retrofits<br>Prevent displacement, utilize<br>available resources |                 |                            |                        |
| Historic<br>Preservation       | Prevent demolitions   |                 |                            |                        |
| Contractors                    | Compliance,<br>Encourage upgrades   |                 |                            |                        |
| Internal City Depts            | Aligned programs<br>Consistent messaging                                  |                 |                            |                        |
| Elected Officials              | Adopt Ordinance   |                 |                            |                        |



# Sub-Groups & Key Milestones

- Messages and Timelines
  - Frequency
- Message Delivery Mechanisms
  - Format
  - Method
  - Menu
  - Messenger(s)
- 2-28 Nisqually Anniversary
- 3-14 Public Safety Commission Meeting
- Next Working Group Meeting
  - Early April
- Spring- Draft Technical Standard
- Quarterly Meeting of Groups
  - Early June

# QUESTIONS?

---

Amanda Hertzfeld

URM Program Manager

[Amanda.Hertzfeld@seattle.gov](mailto:Amanda.Hertzfeld@seattle.gov)

