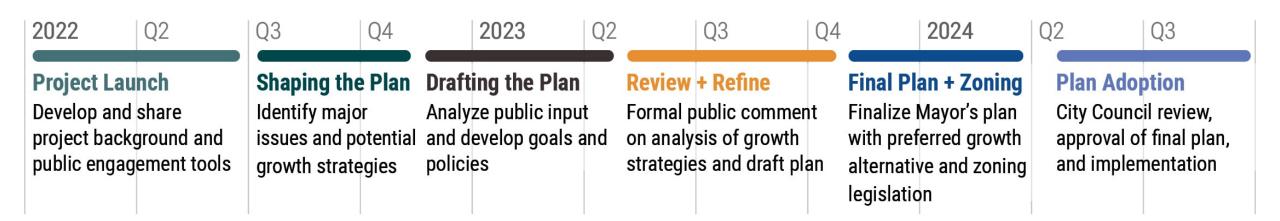
# Community Engagement

One Seattle Comprehensive Plan Update

# **Engagement Timeline**



- Provide background
- Broad public engagement to discuss vision, values and issues
- Identify desired equity outcomes

- Explore community perspectives on options for how city grows
- Discuss policy areas with stakeholders
- 6 public meetings

- Review and comment on draft Plan (and environmental review)
- Small groups & workshops
- DEIS open houses
- Public/stakeholder meetings
- Equity review

 Adopt plan & implementing regulations

## Phase 1 Engagement Report

- Covers engagement from January-June 2022
- Provides 3 levels of data detail for different audiences & transparency:
  - Phase 1 Engagement Report (overview, designed for general public)
  - Mid-level summary (more • detailed, designed for Policy Staff)
  - Raw dataset (10,000+ anonymized • comments)





Summary Analysis of Engagement Hub Comments and Open-Ended Phase 1 Survey Response

This document presents findings from Phase 1 of OPCD's One Seattle Plan engagement. It contains categorized summary analysis of all comments left by the public on our Engagement Hub and in sponse to four questions in the Phase I Survey that were open-ended (questions 2, 4, 6, and 7)

The goal of this analysis was to obtain a better understanding of over 10,000 individual comments and responses to question prompts from the preliminary months of the One Seattle Plan process. OPCD staff tagged responses by Comprehensive Plan element (such as Housing, Environment, and Transportation by searching for frequently recurring keywords and phrases in the comment or response text. Many responses contained multiple phrases and keywords that were be tagged under multiple categories. hin each category, responses were analyzed by manually reading through the text. Many response touched on multiple topic areas, so these response counts do not sum to the total

When reading this summary, we encourage the public to consider that the responses to each question represent gualitative responses that supplemented guantitative responses to the same guestion. OPCD has previously released a summary report detailing these quantitative responses. It is also important to remember that this is a summary of what we have heard so far. We will continue to add to this dataset as the One Seattle Plan engagement process continues, and will incorporate public feedback on our engagement questions, methodology, and analysis as these processes unfold. This is an iterative process, and we greatly appreciate feedback on how to refine this process to best reflect individuals and communities' visions for the One Seattle Plan

Quotes have been included throughout to show ideas directly from respondent

Questions? Comments? Suggestions? Please email us directly at OneSeattleCompPlan@seattle.go

**ONE SEATTLE PLAN** PHASE 1 ENGAGEMENT REPORT: EARLY ENGAGEMENT January-June 2022

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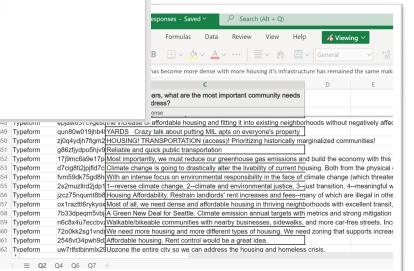
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### **2022 Community Liaison Engagement Cohort**



#### **CL Cohort: Languages Spoken & Communities Engaged**

- Somali/Amharic/Oromo (Abdi Hashi)
- Unhoused (Amanda Richter)
- Latinx (Anna Moya)
- Urban Indigenous (Dr. Frank)
- African American (KL Shannon)

- Vietnamese (LeVinh Tran)
- Chinese (Linda Li)
- Seniors & People with Disabilities (Mary Monroe)
- Cham (Sabreen Abdullah)

### **CL Engagement Snapshot**

- Tailored outreach strategies
- Focused on Engagement Hub promotion, participation, & education
  - Troubleshooting technological barriers
  - Trust-building in community through transparency
- BIPOC-identified registration on Hub jumped from 10% initially to 28% by the end of June, in part thanks to CL outreach



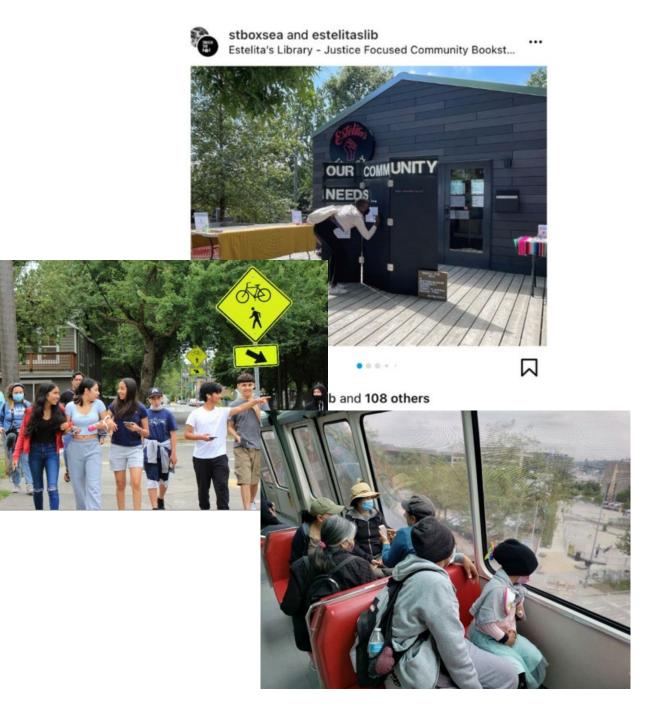
### **Community Based Organization (CBO) Partners**

- Partnerships with 5 CBOs for engagement in underserved communities
- 12-month contracts at \$30K each
- Each engagement workplan reflects & responds to the unique communication needs of its community
- Outreach centers equity in the engagement process

- Khmer Community of Seattle/King County Southeast Seattle, White Center, Highland Park
- Duwamish Valley Sustainability Association South Park, Georgetown
- Estelita's Library Central District, Beacon Hill
- Asian Pacific American Labor Alliance (APALA) Beacon Hill, Downtown Seattle, Capitol Hill, First Hill, South Seattle, Central District, Ballard, Northgate, Greenlake, University District, Skyway & Displaced Residents Commuting to Seattle
- Capitol Hill EcoDistrict Capitol Hill, Central District, First Hill

### **CBO Engagement Snapshot**

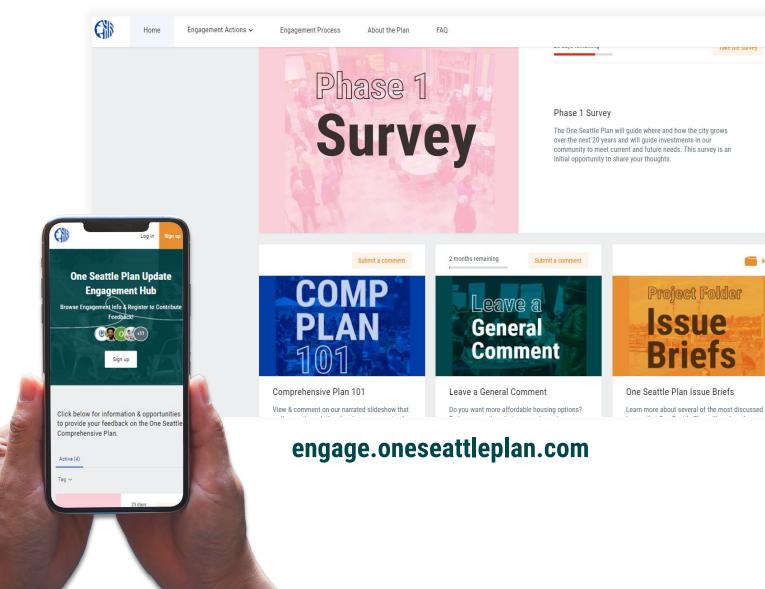
- Youth-led walking tours piloting a new mobile app
- Hybrid (virtual and in-person) gatherings to describe needed community investments
- Field trips with groups of youth and elders examining key locations across Seattle
- Hour-long surveys/interviews about community visions for housing and transportation
- Discussions and surveying at BIPOC-led pop-ups and markets



# **One Seattle Plan Engagement Hub**

#### **Engagement Hub supports:**

- Surveying & polling
- Panel discussions
- Issue Briefs & Comp Plan videos
- Interactive comment periods
- Full website translation into Tier 1 languages
- Periodic engagement report-outs (engagement feedback loop)



### **Engagement Hub Snapshot**

- In Phase 1 we used to Engagement Hub to:
  - Release 3 new engagement videos
  - Publish Issue Briefs
  - Host Phase 1 Survey & Report Out
  - Share information about CBO activities
  - Solicit comments and foster rich public discussions
- **70.8%** of users accessed via a mobile device
- 10,243 feedback comments received (Jan-June 2022)
- BIPOC users accounted for 28% of registered users (June 2022), compared to 33% citywide BIPOC population







### What We're Hearing

#### **Top themes/ priorities to be addressed:**

- Housing availability and affordability
- Transportation and mobility
- Climate change
- Racial and social equity

#### Additional priority topics:

- Economic development
- Parks & open space
- Community well-being



• The same priorities reflected across categories of race/ethnicity, homeownership, age, and gender

### What We're Hearing

- Frequently proposed strategies for addressing housing affordability:

   Increase housing density in:
  - $\hfill\square$  Current and expanded urban villages
  - $\hfill\square$  Near bike lanes and transit corridors
  - □ Both inside and outside of current zoning boundaries
  - $\Box$  In and around retail hubs
  - $\hfill\square$  In support of more walkable neighborhoods
  - □ Incentives & requirements for developers to build affordable housing
  - □ Pathways to ownership for low-income renters
  - $\hfill\square$  Rent control and rent assistance
  - □ Anti-displacement and anti-gentrification strategies

### What We're Hearing

- Feedback on race and social justice focused on
  - Better **protections** for vulnerable populations
    - Climate change
    - Displacement
    - Gentrification
  - Better **access** to services and amenities
    - Parks & open space
    - Jobs
    - Affordable housing
    - Transit
    - Easily-reachable amenities like community centers, small stores, and cultural centers

### **Lessons Learned**

- Investing in relationships & co-creating engagement with community is one of our most impactful engagement strategies
  - Long-term engagement & trust
  - Building capacity
  - Meaningful engagement feedback
- Virtual engagement increases access to engagement materials and volume of public input
  - 60,000+ interactions via social media
  - 10,000+ site visits to Engagement Hub
  - 10,000+ comments via the Engagement Hub
- In-person engagement is vital
  - Technological barriers with virtual engagement
  - Distrust in government handling of public feedback
  - Transparency is good, but facetime & relationships with policy staff is better

### What's Next

- Scoping Report (released late October)
- One Seattle Plan Engagement Series
  - 5 in-person community meetings
  - 1 online community meeting
  - November-January timeframe
  - Structure
    - Open House
    - Brief Presentation
    - Two 40-minute Breakout Groups
    - Open House

