

City of Seattle, Office of Planning & Community Development (OPCD)

Chinatown International District (CID) Framework and Implementation Plan

Advisory Committee Meeting

November 29, 2017

5:30pm – 7:30pm

Hirabayashi Place, Donnie Chin Community Room

Coming up for January meeting:

- 2018 calendar of events
- Review final outreach plan
- 2017 accomplishments

Agenda

Gathering, Welcome and Introductions Around the Table

Maiko Winkler Chin and Pradeepta Upadhyay, Advisory Committee Co-Chairs, opened the meeting and greeted the group. Angela Powell and Patricia Julio were introduced as the facilitation team. Angela began the meeting by briefly describing the meeting agenda. A comment “wall” was available in the room for members of the community to write and submit in their comments to the Committee.

In attendance:

Elaine Ishihara
Sunshine Monastrial
Jessa Timmer
Maiko Winkler Chin
Pradeepta Upadhyay
Shanti Breznau
Tammy Deets
Tiernan Martin

Gary Johnson, Office of Planning & Community Development (OPCD)
Janet Shull, OPCD
Vinita Goyal, OPCD
Jenifer Chao, Department of Neighborhoods (DON)
Kristian Alcaide, DON
Lillian Young, Community Liaison, DON
Michael Wells, Office of Economic Development
Diane Wiatr, Seattle Dept. of Transportation
Vicky Li, Seattle Police Department

Community Engagement Plan Review

Jenifer Chao, the new Community Projects Manager at Dept. of Neighborhoods (DON), opened this section of the meeting by presenting a draft CID Outreach Plan. Jenifer replaces the position that Ben Han previously held. The draft plan is divided into four categories and is based on input from the Advisory Committee’s September 27, 2017 meeting at which committee members provided input on best approaches for CID community outreach and engagement.

1. Quarterly Open Houses, Outreach and Translated Materials

2. Workgroup Support, Outreach and Translation
3. Ethnic Media Strategy
4. Coordination

Jenifer asked the committee to review the categories and provide feedback. Below is a list of the committee's input.

Category 1: Quarterly Open Houses, Outreach and Translated Materials

Framing

- Framing this planning and implementation work is important. Be sure to describe what the end result will look like and how it will get implemented. Good examples of framing, are Hack the CD and Black Dot in the Central District.
- We need 1 message that is consistent and clear. What will this plan achieve? Less is more.
- What is/are the deliverable(s) and the vision for this work? What is the end goal? I've attended AC meetings from the beginning and 2 workgroup meetings and I am still unclear on answering these questions. I understand that the purpose of these meetings is to give community members a say about their future.
- It is important to stress that we have a distinct set of community priorities as evidenced in the 5 workgroups. We want open-ended input into these priorities, but we already have a clear scope. As a committee, we need to determine how to address items outside of our defined scope.
- This work is complex and requires clear structure and process.
- Consider researching the community outreach models in the cities of San Francisco and San Diego to see what we can learn from them and implement here.

Branding

- OPCD did some branding work last month. We need to develop a common theme for this planning and implementation work.
- It is better to have some kind of visual that can express this work's vision vs. a set of logos. The visual should not need to be translated in order for it to be understood. An image of a house is an example.

Collecting community feedback

- Surveys. The community is swamped with surveys. Surveys are difficult to respond to in the CID. Consider InterIm's community dialogue events and open listening sessions that are more open-ended discussions vs. structured questions.
- Q: Will community liaisons (CLs) go through a detailed orientation (i.e. do's/dont's, introduction to neighborhood history and cultural elements) prior to the launch of the outreach plan? What is their role? Will they have a detailed orientation prior? A: Yes, we will have the same CLs during the entirety of this planning and implementation process. CLs are responsible for collecting community feedback in language. Our two CLs

are language certified in Mandarin, Cantonese and Vietnamese and both have worked or are currently working in the CID.

- OPCD will provide a 1-pager for CLs to review. CLs have requested a map of the projects, OPCD will provide.
- Regarding small business outreach, small business owners simply do not have time to attend open houses. Consider direct, one-on-one outreach. Conduct short, targeted outreach that is relevant to the interests of small business owners.
- Create a clear schedule of events that build upon each to obtain timely and appropriate community feedback. For example, organize the open houses and structure opportunities for feedback such that workgroups meeting in the interim seeking community input on specific topics or projects obtain feedback that is aligned with the workgroup's priorities at the open houses.
- Ensure that people are directed into the correct workgroup to give appropriate feedback.
- Distribute the event schedule far in advance so that people have enough time to plan to attend and mark the dates in their calendars.
- Consider targeted outreach and hold 1-1 interviews for special groups, such as developers.
- OPCD is planning 4 open houses, not 2, and will work on a budget for childcare and food.
- DON noted that there is a part-time DON office located at Hing Hay CoWorks from 9am-11am, every Tuesday and Thursday. Rebecca Frestedt of DON staffs this office.

Category 2: Workgroup Support, Outreach and Translation

Resource allocation

- We need to identify what resources we have and figure out how to best use them.
- The 5 workgroups are different from each other and each will have unique outreach needs. We need to tailor the outreach plan for each of the workgroups, however, creating an outreach plan for each workgroup (i.e. 5 outreach plans) will not be sustainable.
- Q: How many hours of community liaison (CL) time do we have? Can their time be used at workgroups? A: A bulk of the CL time will be spent on outreach for the quarterly open houses. We have not yet determined how many CL hours can be allocated to workgroups. We need to define this and see if we can combine hours with the open houses, if possible.
- Regarding the timeframe for translation at Dept. of Neighborhoods: people need to request a month in advance of a meeting or event. A 'rush' request can be considered, so long as CLs are available. If not, there are local translators that can do projects within a couple days' notice.

Youth outreach

- Regarding youth outreach, the committee recommended that workgroups identify projects that impact youth. These workgroups will then be responsible for noting that youth need to be engaged in feedback.

- We need to get clear on what support can be provided to conduct youth outreach, if needed. How will youth be trained and more importantly, who determines ‘youth?’ It was suggested that the committee ask for Marlon Herrera’s and Sonny Nguyen’s thinking on this issue.
- Q: What exactly is the ‘glossary of terms’ noted in the September 27th Advisory Committee meeting? A: The city needs to use simple language vs. industry terms. Don’t use jargon.

ISRD & Design Review Workgroup

- There is an immediate need to inform community members in Little Saigon about City Council’s vote to fold the area into the existing boundary and expand the current ISRD lines to include Little Saigon.
- This vote has already passed and ISRD has a responsibility to Little Saigon to inform them of the changes as soon as possible.
- We will invite community liaison, Tammy Dang, to attend the ISRD workgroup meetings to provide Vietnamese interpretation of the City Council vote.

Category 3: Ethnic Media Strategy

- We can use ethnic media to frame and announce this planning and implementation effort.
- Consider changing this category to ‘Communications Strategy’ as this involves not only print and TV, but also other venues such as social media. All venues should reinforce each other.
- Each venue or touch to the community should be vetted by the community liaisons first.
- Regarding property owners, most don’t live in the CID / city of Seattle. Some run multiple businesses. Be overly informative so that property owners don’t miss out.
- Q: Need clarification on “up to 2 interviews.” A: Interviews involve time paid to go over what we want communicated (key messages), writing a script, and preparing people for the interview.
- Current budget includes up to 2 interviews and translation for each. Press releases are included in the budget, need to determine how many are covered.
- OPCD should pay for articles. Translation expenses are already considered in the budget. Need to get specific on what will get translated.
- Consider writing an article and conducting an interview in both the NW Asian Weekly and the International Examiner. The city should pay for running ads for the quarterly open house announcements.
- Advisory Committee co-chairs and OPCD should meet with NW Asian Weekly & the International Examiner to plan / write articles and interviews.

Suggested list of newspapers:

- NW Asian Weekly / Chinese Post (these are the same newspaper)
- North American Post
- International Examiner

- There is 1 major Vietnamese paper, but there are 4 in total. Contact Julie Pham or our community liaison Tammy Dang for a recommendation.

Category 4: Coordination

- The city needs to coordinate efforts with outside partners, such as King County Metro or Sound Transit. This is OPCD's responsibility.
- Consider leveraging the quarterly open houses with other city neighborhood processes or initiatives, i.e. public safety. Overlapping events should have information on both this process and those outside the CID implementation & planning process to distribute.
- Add an item 'e)' to this category that reads: "DON will bring information about other CID processes to quarterly open houses as well as grant funding available, i.e. Neighborhood Matching Fund, Parks & Streets, Only in Seattle, etc."
- Regarding the role of each Advisory Committee member to conduct outreach, it was agreed that each member would be responsible for informing their networks and groups about the quarterly open houses.

Workgroup & City Staff Updates

Angela led this section of the meeting by asking committee members to do a poster project on the workgroups. The goal of the activity is to gain greater understanding of where workgroups are at currently and what they might need from the Advisory Committee in the future.

1. Key message: What your workgroup worked on so far (in bullet points)
2. What's next on your agenda – 1 main topic
3. What help or support you'd like from the Advisory Committee (in bullet points)

Workgroup: Charles Street Campus Poster

Participants: Elaine, Gary

- **Key message:** Charles Street 101 – reviewed scope of work for the consultant who will be contracted in early 2018. Visited the site a few weeks ago.
- **Next on the agenda:** meet with consultant in January. Review the plan, timeline, determine the number of workgroup meetings needed, and outreach strategies.
- **Need from Advisory Committee:** none at this time

Workgroup: Capital Project Coordination Poster

Participants: Maiko, Sunshine

- **Key message:** reviewed list of projects, discussed Lunar New Year construction
- **Next on the agenda:** review project list to include Denny sub-station, race & social justice process, Center City Connector at 8th Ave, Sound Transit tunneling and implications
- **Need from Advisory Committee:** how do we keep conversations and communications about the projects going after this workgroup ends?

Workgroup: Public Realm Poster

Participants: Janet, Tiernan

- **Key message:** Overview of workgroup's workplan
 - Parks Dept. presentation on Little Saigon park site and future development.
 - SDOT presentation on recent survey of street usage (i.e. street furniture, seniors and mobility projects).
 - Overview on major transit improvements
- **Next on the agenda:** December 7 meeting on Little Saigon park planning
- **Need from Advisory Committee:** Help with outreach about park planning and ways to inform the community.

Workgroup: Community Development & Stabilization Poster

Participants: Pradeepta, Michael

- **Key message:** Community reviewed resolutions and discussed how to move the ideas forward on – commercial affordability, housing stability, un-reinforced masonry (URM) construction, and the Landmark project.
- **Next on the agenda:** Deep dives in all these topics
 - Shanti and Michael will walk through commercial affordability report with a progress update
 - OPCD will report on updates on: URM, RIO, retail regulations
- **Need from Advisory Committee:** feedback on potential recommendations

Workgroup: ISRD & Design Review Poster

Participants: Shanti, Jessa & Tiernan

This workgroup requests professional facilitation for its meetings.

The workgroup update closed with the following discussion:

- Maiko and Gary introduced an overarching issue that is occurring in the workgroups. A community member has proposed that the workgroups include work on changing the current name of the neighborhood, Chinatown-International District into this planning and implementation work. Committee members agreed that this name change is outside of the scope of work for this process and recommended that members re-iterate this at their workgroup meetings.
- Certain workgroups feel like they want to add to the current scope of work. It is important to be mindful of adhering to the current scope. This is a time-limited process and unfortunately we cannot add more. Angela noted that we will track additional issues so that they don't get lost. The committee needs to figure out what to do about these broader issues, where they get recorded and possible sources of funding for them.
- Starting January, we will implement a regular meeting structure, which includes time for discussion focused on one, major strategic issue. We will be tracking these issues as they

come up and incorporating them into the meeting structure. This is why we've posed the question: "What do you need from the Advisory Committee?" at this time.

- *If a Committee member wants time on the next meeting agenda, please let Maiko and Pradepta know within 1 week after the monthly meeting.* The Advisory Committee Co-Chairs, OPCD staff and the facilitation team debrief 1 week after the monthly meeting to prep for the next meeting, so it's helpful to know what members' need within this timeframe.

City Staff Update

- Michael Wells (Office of Economic Development) announced that Mayor Durkan will sign an executive order to convene a Small Business Advisory Council at the Elliott Bay bookstore tomorrow. He noted that there is some good language in the order that supports small businesses, including mitigating construction impacts, which has/is an issue in the CID neighborhood.

Community Announcements, Schedule Next Meeting & Closure

The next Advisory Committee meeting will be on the 4th Wednesday, January 24, 2018, at Hirabayashi Place, Donnie Chin Community Room. Workgroups will continue to convene between now and then.