



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 LEG URM Retrofit Program RES 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:

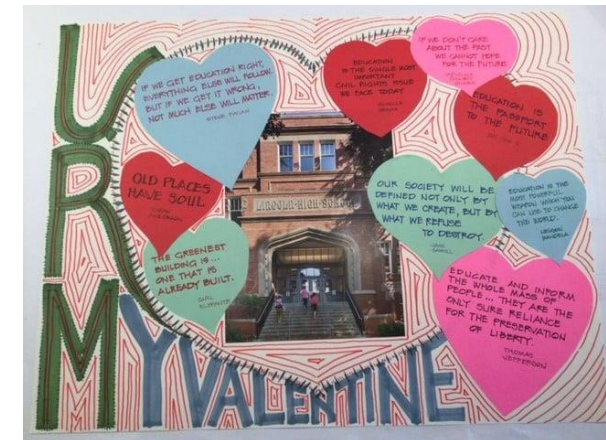
Office of Emergency Management

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

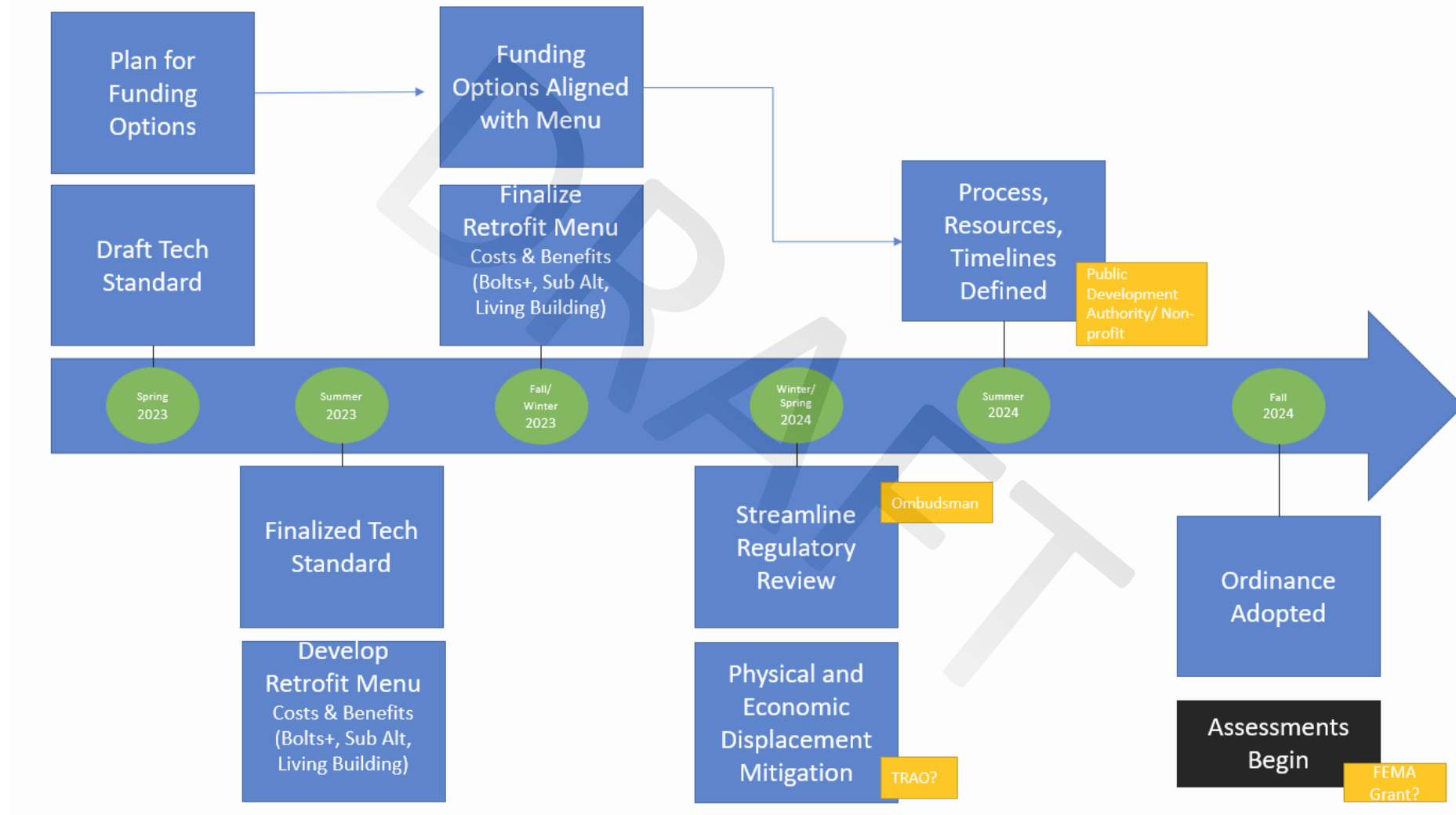


Attendee Introductions

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

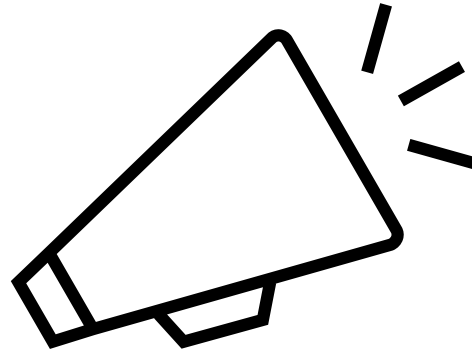


Proposed Timeline



Communications Plan

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



Pathway to Adoption: Stakeholders

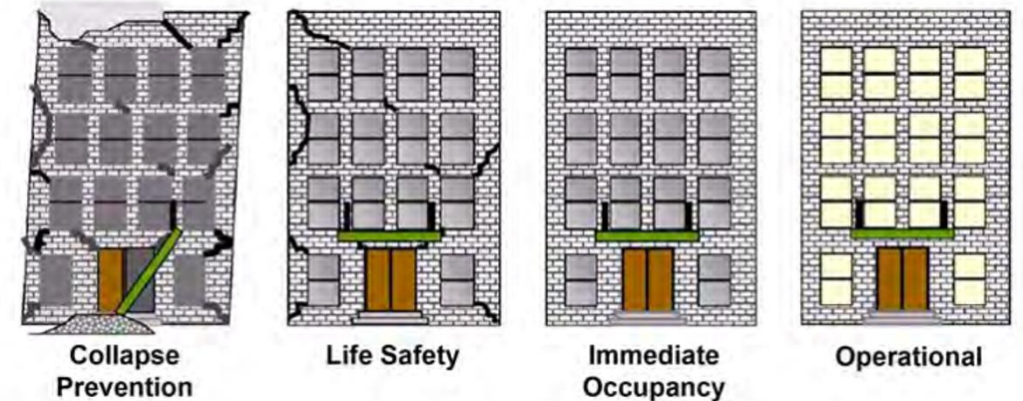
- Building Owners & Developers
- General Public
- Tenant & Tenant Rights Organizations
- Historic Preservation
- Contractors
- Internal City Departments
- Elected Officials

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

- 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

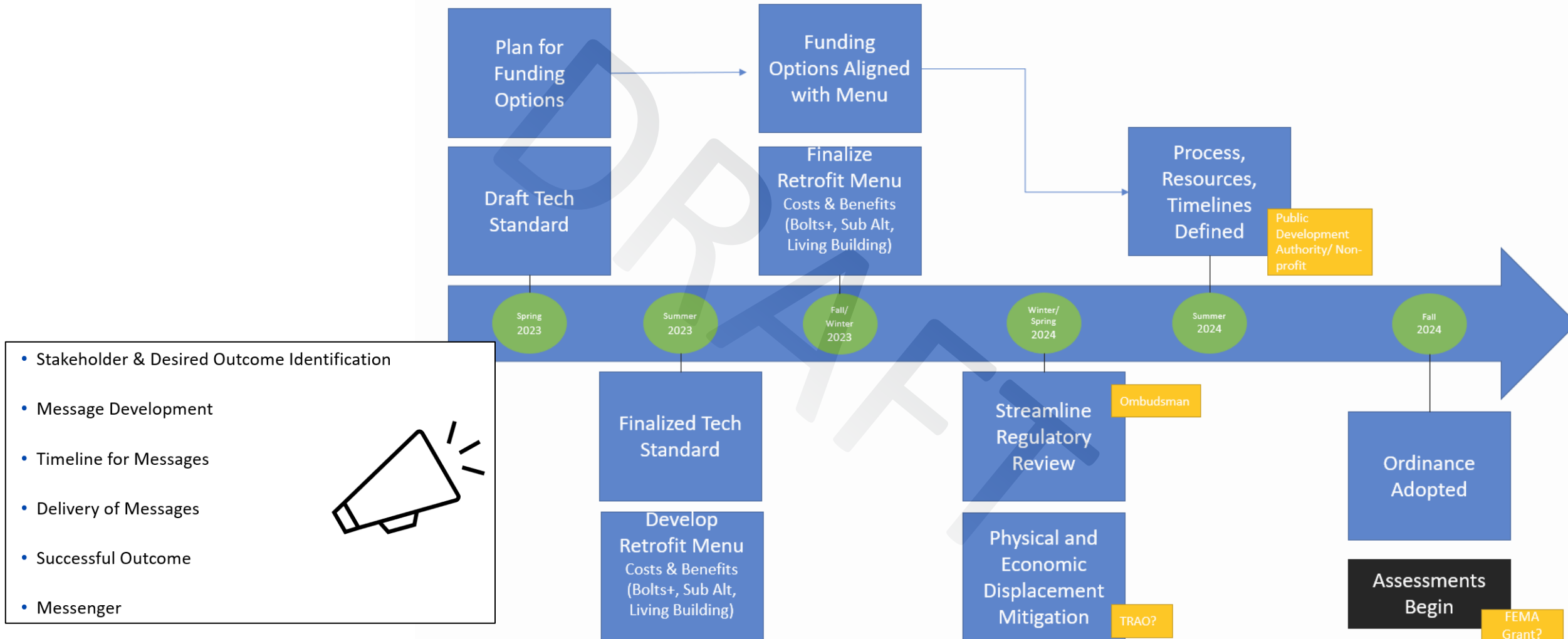
Stakeholder: Elected Officials

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



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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?

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