

SDCI
DON

Staff Draft – August 2017
Joint Director’s Rule

Applicant: City of Seattle Department of Construction and Inspections Department of Neighborhoods	Page 1 of 6	Supersedes: n/a
	Publication: n/a	Effective: n/a
Subject: Requirements for Early Community Outreach for Design Review	Code and Section Reference: Chapter 23.41 SMC	
	Type of Rule:	
	Ordinance Authority: Proposed Council Bill No. 119057	
Index: Seattle Land Use Code	Approved	Date
Nathan Torgelson, Director, SDCI		

BACKGROUND:

Seattle City Council Bill No. 119057, as proposed, would require all projects going through Administrative, Hybrid, or Full Design Review to prepare and document compliance with a community outreach plan to the Director prior to the scheduling of the early design guidance meeting. The purpose is to identify the outreach methods an applicant will use to establish a dialogue with nearby communities early in the development process in order to share information about the project, better understand the local context, and hear community interests and concerns related to the project.

Proposed subsections 23.41.014.B.3, 23.41.015.B.3, and 23.41.016.B.3 authorize the Director of the Department of Construction and Inspections (SDCI) to adopt a rule establishing:

- 1) what constitutes a community outreach plan, and
- 2) how compliance shall be documented.

This rule applies to all projects going through Administrative, Hybrid, or Full Design Review in Chapter 23.41.

RULE:

Requirements for all projects

1. Types of Outreach. Each plan shall contain at least 3 methods of outreach, including one of each of the following:
 - a. Printed outreach, such as:
 - i. Door-to-door Fact Sheet or Flyers
 - ii. Local Print Newsletters
 - iii. Direct Mailings
 - iv. Posters in Local Businesses, Venues, Community Centers
 - v. Sign(s) posted on site
 - b. Electronic/digital outreach, such as:
 - i. Project website or webpage
 - ii. Email to Distribution List / Listserv
 - iii. Post on Local Blog or in Digital Newsletters
 - iv. Social Media Post/Advertising (paid Facebook post, etc)
 - v. Online Survey
 - vi. Project Hotline (Information & Voicemail)
 - c. In-person outreach, such as:
 - i. Group meetings in homes, businesses, or community venues
 - ii. Interviews with community members/leaders
 - iii. Focus group of local stakeholders
 - iv. Drop-in hours at business or community center
 - v. Staffed "Pop-Up" event near site
 - vi. Guided tour or site walk
 - vii. Table at community event or festival
 - viii. Presenting at an established community group's meeting
 - ix. Hosting or co-hosting a community meeting
 - d. Other methods of written, digital, or in-person outreach may be approved by DON staff.
 - e. Noticing that is required per 23.76 is not sufficient to meet early outreach requirements. This early outreach requirement is in addition to any requirements set out in 23.76.
2. Requirements for types of outreach:
 - a. All printed outreach materials shall:
 - i. include the address of the project/property and the SDCI project number, if available
 - ii. identify a contact person for the project
 - iii. provide an email address, survey link, phone number, or alternate way of providing written feedback on the project directly to the applicant
 - iv. note where any additional information about the project can be found

- b. All electronic/digital outreach materials shall:
 - i. include the address of the project/property and the SDCI project number, if available
 - ii. identify a contact person for the project
 - iii. provide an email address, survey link, phone number, or alternate way of providing written feedback on the project directly to the applicant
 - iv. note where any additional information about the project can be found
- c. All in-person events shall be:
 - i. Open to the general public and publicized using at least one electronic/digital outreach method and one printed outreach method; or
 - ii. Open to representatives of community stakeholder groups identified by DON
- d. Dates of completion. Each plan shall include the dates that the outreach was completed.
- e. Voluntary feedback. Applicants may, at their discretion, share their community outreach plans with DON or SDCI staff in advance of conducting outreach.
 - i. SDCI staff may provide feedback on the relationship of the outreach plan to the Design Review process at the pre-submittal conference.
 - ii. DON staff may provide feedback on:
 - 1. Strategies to customize outreach to historically underrepresented communities, for projects located outside of an equity area
 - 2. Outreach methods not listed in 1.a-c, above
 - 3. Completeness of community outreach plan with respect to the requirements in this rule.

Additional requirements in equity areas

1. Location of equity areas for Design Review. Equity areas are identified as priority locations based on local demographic and socioeconomic characteristics. Equity areas are census tracts having a census-tract average greater than the city-as-a-whole average for at least two of the following characteristics:
 - a. Limited English proficiency, identified as percentage of households that are linguistically isolated households.
 - b. People of Color, identified as percentage of the population that is not non-Hispanic white; and
 - c. Income, identified as percentage of population with income below 200% of poverty level.
2. Applicants for design review projects located in neighborhoods identified by this rule as an equity area shall meet additional requirements, as described below.
3. Outreach in equity areas. Applicants for a project located in an equity area for design review shall work with DON staff to prepare an outreach plan that is

customized to the needs of historically underrepresented communities within the local population and includes outreach practices that are culturally sensitive, responsive and acknowledge and address barriers to participation. The number of outreach methods required shall be as described in section 1 of *Requirements for all projects*, above.

4. Feedback required
 - a. Applicants in equity areas shall share their community outreach plans with DON staff. Staff will review the outreach plan and may recommend modifications to proposed outreach methods or alternate outreach methods better suited to reach underrepresented groups near the project site. This may include translation of materials, contacting ethnic media, or other strategies to address barriers to participation.
 - b. In some instances, staff may be able to connect applicants with formal/informal leaders of underrepresented communities, or other useful contacts or resources for conducting outreach.
 - c. Timing of feedback. Applicants are encouraged, but not required, to submit outreach plans to DON staff in advance of conducting any outreach. Applicants that begin outreach before obtaining DON feedback run the risk of having to duplicate outreach efforts or provide additional outreach methods in order to respond to feedback from DON staff.

Conducting Outreach

All outreach shall be conducted by the applicant or their representative. The role of City staff is to share information, provide feedback and guidance in developing culturally sensitive plans, and confirm completion of community outreach. DON and SDCI staff will not conduct any of the outreach activities. Applicants may conduct outreach at a City-sponsored event if approved by DON staff.

Documentation

Forms of Documentation

1. Applicants shall submit documentation to demonstrate that they carried out a community outreach plan. The documentation shall include:
 - a. A brief summary of the community outreach plan, including a list and brief description of the outreach methods used and dates associated with each method; and
 - b. Sufficient materials to demonstrate that each outreach method was conducted.
2. For printed outreach methods, documentation shall include:
 - a. Copy of mailed notice and address list; or
 - b. Copy of flyer and distribution area or route
3. For electronic/digital outreach, documentation shall include a copy of (and link to) blog post, newsletter, or project webpage.
4. For in-person outreach, documentation shall include:
 - a. Copy of sign-in sheet and/or applicant notes from community meeting;
 - b. Photo of comment boards at open house, or of audience at meeting; or

- c. Email from community partner confirming dates and time of in-person contact.

DON staff may request any other materials necessary to demonstrate that required outreach was conducted.

Submittal

Applicants shall submit documentation of the community outreach plan to DON staff. Submissions may be submitted by email or mail, and should clearly indicate the SDCI project number and the address of the project/property.

Confirmation

DON staff will review documentation, share the submitted documentation with the assigned SDCI Planner, and provide SDCI and applicant with final confirmation that outreach has been completed. Once compliance with the community outreach plan has been confirmed by DON staff, SDCI staff may schedule the early design guidance meeting.

Enforcement

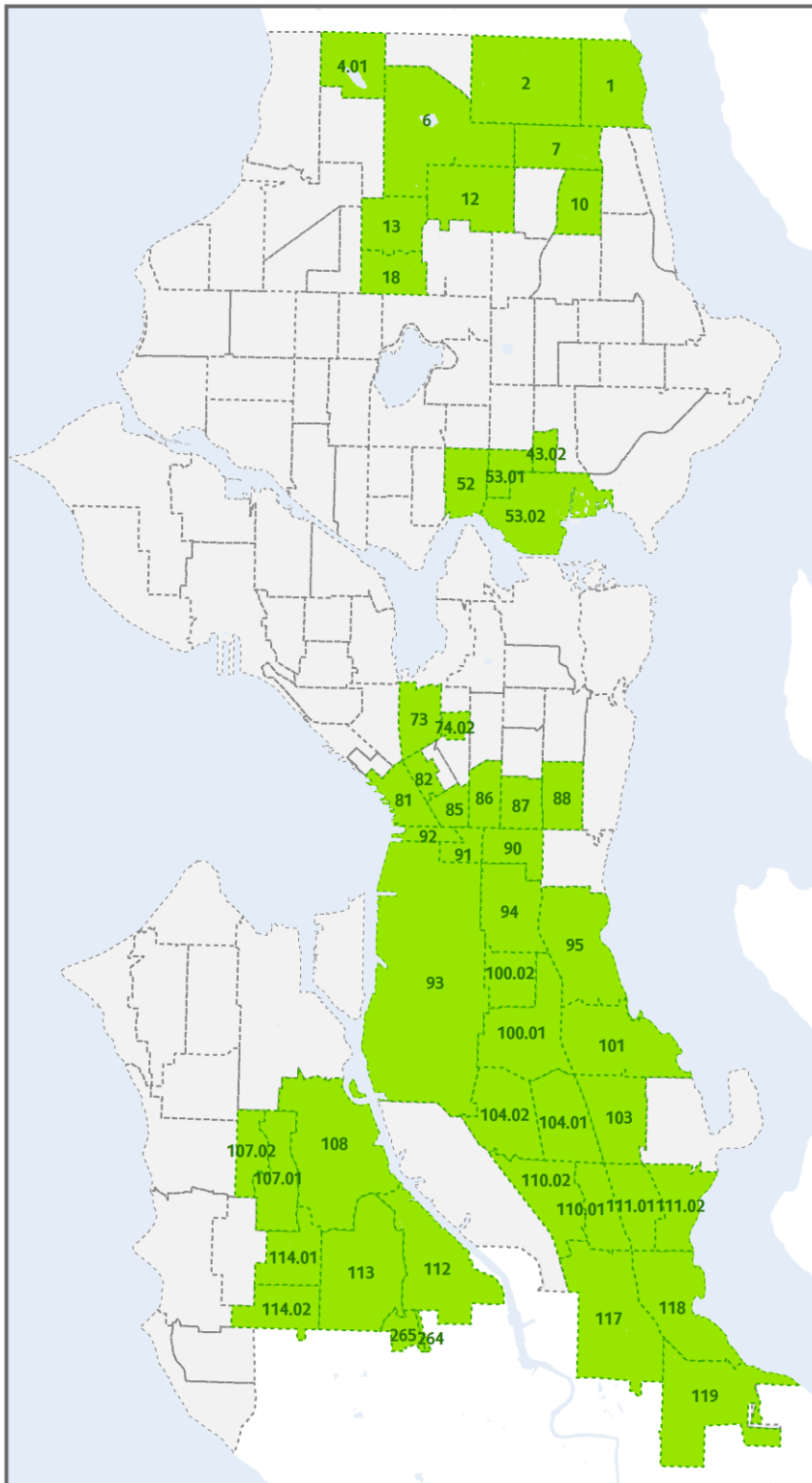
Any documentation that is identified by DON or SDCI staff as having misrepresented the outreach that occurred shall be resubmitted by the applicant and reconfirmed by DON. In instances which DON has already provided SDCI with final confirmation that outreach has been completed, the design review of the project may continue only after sufficient documentation has been resubmitted by the applicant and verified by DON.

Next Steps

While a collaborative approach is encouraged, the applicant is not required to incorporate any specific community feedback into the project's design. SDCI staff will provide an overview of the completed community outreach plan at the Board EDG meeting and in the EDG report. Applicants shall include a summary of the design-related feedback they heard during their community outreach as part of their final EDG packet. Applicants may, at their discretion, respond directly to the community about any feedback that is not related to design review.

Draft Map of Equity Areas for Design Review

This map is intended to identify the census tracts where the additional requirements for early outreach, described above, would apply.



Staff Draft August 2017 Equity Areas for Design Review

Legend

(map numbers are census tract identifiers)

- Additional Early Outreach Areas
- All Other Areas

This map of Equity Areas for Design Review, produced by the Seattle Department of Construction and Inspections, identifies areas where early community outreach would be required as part of the Design Review process, as proposed in Council Bill 119057.

Equity areas are census tracts having a census-tract average greater than the city-as-a-whole average for at least two of the following datasets.

Datasets:

- People of Color (Population of a race and ethnicity other than White alone, not Hispanic/Latino)
- Linguistically Isolated Households
- Income (Population with income less than 200% below poverty level)

Sources:

American Community Survey
2015 Five-Year Estimates
U.S. Census Bureau

Produced by:

City of Seattle, Department of
Construction & Inspections
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