

## **PURPOSE**

This document provides an overview of the types of outreach activities that will support development of the One Center City plan. Proposed activities will be further refined with input from agency partners, Advisory Group members and community stakeholders, and will be shaped by and supplemented with existing outreach tools and processes underway.

Other foundational documents that support and will help define/be incorporated into the overall outreach strategy include:

- Project Charter
- Racial Equity Toolkit (RET)
- Inclusive Outreach and Engagement Plan (IOPE)
- Advisory Group Plan and Charter
- Technical work products/scenarios

## **Goals**

- Make public information easy to access (including translation/interpretation), timely and factual
- Public information and opportunities for input should align with current project needs and milestones
- Create engagement opportunities that are open to and respectful of all
- Create predictability around the type and frequency of engagement activities
- Create a consistent feedback loop with stakeholders and the public

## **Desired Outcomes**

- The public is well informed about project purpose, need and schedule
- The public understands the complexity of the project and the need to prioritize improvements and/or build improvements over time
- Input gathered is representative of diverse perspectives and communities
- The public understands how their input was used in the decision-making process
- The public engagement process results in lasting decisions and more equitable outcomes

## **Audience Categories**

- Travelers to and through Center City
- Neighborhood groups and residents
- Business associations and businesses
- Churches, schools and development centers
- Social service organizations
- Users and advocates of all modes – car, pedestrian, bike, freight, transit, ferries
- People of all ages, abilities, languages and incomes
- Elected officials
- Mainstream/traditional, ethnic and online media

## PROPOSED ENGAGEMENT ACTIVITIES

### 1. *Form the project Advisory Group*

**Purpose:** Convene a diverse group of community representatives to provide feedback and advice on elements of the One Center City Plan, and act as ambassadors to and representatives of their communities

**Timing:** Formation process began in May 2016; first meeting was held in September 2016; Advisory Group will meet on a regular basis (up to monthly) through 2017

**Result:** Greater transparency into the decision-making process; input that is representative of diverse perspectives

### 2. *Conduct stakeholder interviews*

**Purpose:** Understand and test assumptions about community concerns, ideas, communication needs and preferred ways to engage; further inform development of RET outcomes and strategies

**Timing:** Late 2016 – early 2017

**Result:** An engagement strategy that is responsive to stakeholder/community needs and likely to earn long-term participation and support; effective outreach activities and communication tools

### 3. *Create engaging communication toolkit*

**Purpose:** Establish a kit of communication tools to support effective, transparent outreach, including:

- Unique project identity (“One Center City”)
- One-stop website and social media accounts
- Interactive map/web app where people can identify their frequent routes to/through center city
- Messages and supporting information materials to educate people about how to move around center city
- Tools and materials that promote equitable engagement and reflect communication needs of underrepresented audiences, as identified in stakeholder interviews/RET

**Timing:** Launch initial website in November 2016; update and use throughout project

**Result:** The community has consistent, convenient and reliable ways to access information and provide feedback; project purpose, need and goals are clearly articulated

**4. Ask a series of “big”, thought-provoking questions**

Purpose: Create a civic discussion where people can “think big” about mobility and public space (such as Miami’s #100greatideas for transit and mobility); launch across several platforms, including:

- Surveys on project website
- Social media, especially Twitter, Instagram and Snapchat
- Pop-up stations (or truck?) at key areas inside/outside center city, such as transportation hubs, plazas, parks, event centers, etc.
- Partnership with DON’s POEL program to bring big questions to diverse audiences and communities
- Kiosks at major employment centers
- In-person outreach to school-age summer programs, day camps, daycare centers, etc.

Timing: Launch in January 2017 and then ask new questions on an ongoing basis throughout the project

Result: Broad-based public awareness and an understanding of community values as they relate to mobility; big ideas that can inform the work of the Advisory Group and frame the approach to developing plan recommendations; a “parking lot” of values to build upon

**5. Work with the community to shape specific recommendations**

Purpose: Create an iterative community dialogue (and feedback loop) to educate people and gather feedback as plan recommendations are identified and developed, including:

- Neighborhood tours through key areas inside/outside center city by multiple/different modes – bike, bus/transit, walking
- Online surveys and discussion forums using tools like Consider.It and Textizen
- Pop-up outreach events at locations around Center City (e.g. transit centers, public plazas, senior centers, community centers)
- Topic-based community forum series held in-person and online
- “Big question” series, addressing some of the ideas/values generated at project launch; co-hosted with community partners and/or building on existing outreach efforts
- In-language outreach activities, including community briefings, walks and talks and events coordinated with Department of Neighborhoods
- Presenting at SDOT’s “disruptive technologies” speakers series
- Youth outreach and “parent care” events where youth can come to share how they see the future of Center City while their parents enjoy the beverage of their choice
- “Lunch and learns” with Agency Partner executives

- Guest posts on local blogs (e.g. Seattle Transit Blog, The Urbanist)
- Web chats with project staff
- Intercept surveys in partnership with UW students and Department of Neighborhoods
- Activities that promote equitable engagement and reflect underrepresented audiences, as identified in stakeholder interviews/RET, and in coordination with the Department of Neighborhood's Public Outreach and Engagement Liaisons (POEL) program
- Joint events with project partners and community organizations
- Ongoing stakeholder communication and coordination through briefings, meetings and established channels

Timing: January 2016 – December 2017 (*ongoing*)

Result: Public understanding and acceptance of plan recommendations and how they were created