



**MEETING NOTES  
CENTRAL WATERFRONT COMMITTEE  
OUTREACH SUBCOMMITTEE**

**MEETING #14 January 13<sup>th</sup>, 2012  
8:00 – 9:30 AM Room #1600, Seattle Municipal Tower**

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**Meeting Attendees**

*Subcommittee Members & Advisors*

- Dave Friebboth, Co-Chair
- Todd Vogel
- Alex Kochan
- Craig Hanway
- Mahlon Clements
- Dave Meinert
- Cary Moon
- Jan O'Connor

*City Staff & Consultants*

- Steve Pearce
- Marshall Foster
- Nathan Torgelson
- Bob Chandler
- Jen Wieland
- Phyllis Shulman
- Ken Johnsen
- Erin Tam
- Erin Presentin-Taylor

*Additional Attendees*

- Mark Dublin
  - Felicia Nitu
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**Update from 2012 Events Subcommittee**

- **City Staff:**
  - We're currently working with Seattle Parks & Recreation and the Mayor's Office on several concepts to generate activity on the Waterfront during summer 2012, including a concert series in August; the Waterfront businesses have also expressed their support.
- **Consultants:**
  - We also have meetings set up with both the Downtown Seattle Association and the Metropolitan Improvement District in attempt to identify synergies and coordinate with their upcoming activities.

- **Outreach Subcommittee Co-Chairs, Members & Advisors:**
  - Seafair’s Fleet Week is during the first week of August, and it would make sense for them to participate in our events or for us to have complimentary events, as well.
  - As a suggestion, having a coordinating agent connected to what we’re doing will give us the ability to minimize any potential conflicts associated with who gets to use the space.

**Description of Project Components**

\*Subcommittee reviewed and referenced documents including: *Waterfront Seattle Project Timing – Grouped Geographically.*

- **City Staff:**
  - Subcommittee referenced project name, notes, zone, partnerships, earliest construction date and timing for Waterfront, Seawall, WSDOT/WSF, partner and joint projects in the following groups:
    - Main Corridor—ROW Acquisition for Alaskan Way, Seawall Phase I: Washington Virginia, Viaduct Demolition Part I: King to Union, Viaduct Demolition Part II: Union to Battery Street Tunnel, Battery Street Tunnel Decommissioning, Elliot-Western Connector: Pike to Battery, Alaskan Way: King to Pike, Linear Public Space: King to Union, Railroad Way, Columbia Street, Seneca Street, Replacement Marion Street Pedestrian Bridge to Colman Dock, Overlook Fold Part I: Structural Support for Lid, Lenora Street Overpass.
    - Central Public Spaces—Historic Pier Walks/Wraps, Pier Slips, Pier 62/63 Part I (Pier Replacement), Pier 62/62 Part II (Enhancements), Union Street Overlook Part I (Pier Replacement), Union Street Overlook Part II (The Cloud), Aquarium Expansion, Overlook Fold – Part II (Overlook Zone Including Lid over Roadway), Overlook Fold Part III (Step Zone), Overlook Fold Part IV (Market Zone).
    - East-West Connections—Main Street Pedestrian Improvements, Broad Street Pedestrian Improvements, University Street Pedestrian Improvements, Union Street Hillclimb, Pike Street Connection/Hillclimb Assist.
    - Colman Dock + Pier 48—Washington Street Boat Land, Colman Dock Part I (Pier Upgrade + Reconfiguration), Colman Dock Part II (Sunlawn, Fold + Retail Gallery), Firehouse Slip, Fire Station No. 5 Rebuild, Yesler Way Pedestrian Bridge to Colman Dock, Pier 48 including Pioneer Square Beach + Seawall South of Washington Street.
    - Belltown—Blanchard Street Overlook, Bell Street Extension, Belltown Balcony.
    - North Waterfront—North Alaskan Way Part I (Temporary Lane), Seawall Phase II (Virginia to Broad), North Alaskan Way Part II (Final Reconstruction Incl. Promenade), Vine Street Pedestrian Bridge, Battery/Vine/Clay/Broad Overlooks + Getdowns.
    - Transit + Parking—North-South Transit on Alaskan Way, Trolley Bus Connection (Colman Dock), Replacement Parking.
  - A few important notes surrounding the Waterfront Seattle project timing:
    - This schedule shows when construction *could* begin for certain project elements; however,
    - It is not a phasing plan and we have set financial constraints aside.
    - The schedule is driven by the completion of bored tunnel; we assume it opens at the end of 2015.

**Group Discussion About Project Components Related to Outreach**

\*Committee reviewed and referenced documents including: *Waterfront Seattle: Early 2012 Community Briefings & Forums Plan.*

- **City Staff:**
  - We need to start talking about how we construct the Waterfront and a tangible first step; there are multiple opinions and this Subcommittee will be addressing the first phase over the next few months.
  
- **Outreach Subcommittee Co-Chairs, Members & Advisors:**
  - It's important that we have a story about how the Waterfront will interact with people who don't live on the Waterfront, but want to use it.
  - The public will want to know what the vision and anticipated usage is, and how we will finance it; we need to understand how we people will access the Waterfront during construction.
  - Will our work be strategic or tactical? We also need to prioritize and increase our outreach efforts to natural allies and civic leaders.
  
- **City Staff:**
  - In terms of our current outreach efforts:
    - Right now we're significantly ramping up outreach to give the public the chance for even more genuine engagement and to share their thoughts on how to "make it our own" and reflect Seattle's vision; this includes a series of five community forums between the end of January and the beginning of March.
    - In addition to the work laid out in the outreach plan, we're also reaching out to more than 20 organizations and groups in under-represented populations and the broad community.
    - We have a Central Waterfront Stakeholders Committee made up of businesses along the Waterfront and others who are affected by what we're doing; we're meeting again with them next week.
    - We also have internal groups who are meeting weekly and monthly to talk about everything that is happening, since construction is dynamic.
  - The question is: how do we use outreach to explain how we're approaching the phasing and why it's important? The work is both strategic and tactical.
  - We need to get people excited enough to provide means and methods to go forward, however, there will be a period of years when construction is disruptive.
  - We want to make sure that we're utilizing the expertise on this Subcommittee and we'd like to start working with Committee members to be additional voices about the project.
  
- **Consultants:**
  - We have scheduled five community forums from January through March to discuss several topics and we're working with community partners to also help be the voices of the project.
  - The topics for the forums include: Climate and Context (1/31); Mobility and Access (2/8); Uniquely Seattle (2/15); Environment and Ecology (2/27); Setting the Stage (3/5).
  - We've created an *Early 2012 Community Briefings & Forum Plan*; we took this group's direction on targets that we should approach to identify what makes the Waterfront relate to them.
  - Elements of the plan include briefings and stakeholder input sessions; informal community forums and discussions; diverse community roundtables; and intercept and online surveys.

**ACTION: Subcommittee members to review *Early 2012 Community Briefings & Forums Plan* document and provide feedback and thoughts to City staff and Consultants.**