



**MEETING NOTES  
CENTRAL WATERFRONT COMMITTEE  
OUTREACH SUBCOMMITTEE**

**MEETING #2 January 14, 2011  
8 — 9:30 AM Room 1600, Seattle Municipal Tower**

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**Meeting Attendees**

*Subcommittee Members*

- Dave Friebboth, Co-Chair
- Ed Medeiros, Co-Chair
- Craig Hanway
- Jan O'Connor
- Todd Vogel

*City Staff & Consultants*

- Marshall Foster
  - Steve Pearce
  - Paul Elliot
  - My Tam Nguyen
  - Ken Johnsen
  - Natalie Price
  - Natalie Quick
  - Jennifer Wieland
  - Erin Taylor
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**Minutes**

\*Committee referenced documents including: *Central Waterfront Outreach Subcommittee Meeting #1 Notes, Dec. 17, 2010*

- **City Staff & Consultant Teams noted that:**
  - Meeting #1 Minutes have been edited to reflect comments about budget discussion from Outreach Subcommittee member (T. Vogel) and are now approved

**Draft Subcommittee Mission Statement**

- **Consultant Teams noted that:**
  - The Outreach Subcommittee co-chairs and consultant team are working together to develop a draft mission statement for the Outreach Subcommittee
  - The statement is reflective of the language within the charter and recommendations documents; it will be routed to the team for review in the coming days

ACTION: Consultant team to route draft Outreach Subcommittee mission statement to Outreach Subcommittee members prior to the next meeting.

### **Draft Public Engagement Strategy**

\*Committee reviewed and referenced documents including: *DRAFT Central Waterfront Project Public Engagement Overview*.

- **City Staff noted that:**
  - There has been a lot of discussion about how to anchor eight years of upcoming public engagement, including what the major elements are and how they relate to each phase of the project
  - The team has drafted an initial public engagement strategy for the subcommittee's review. This strategy features a working set of concepts; specific plans (as needed) will drive into further detail
  - The goal is to work on this together as a group; the overview is a draft and is being used now as a way to get the conversation started
  - The plan is broken into three major phases:
    - Concept Design: From now until 2013
    - Final Design: Which will then last approximately three years
    - Construction: Starting in 2016
  - In the first phase, the focus is trying establishing a vision for the project, building positive momentum and creating something exciting that people want to be a part of
  - In the first phase, the team is trying to bring people to the waterfront, making the waterfront a setting for the discussion, rather than trying to go to every neighborhood
  - In the second phase, the seawall will be under construction, and the focus will be on broad-based public engagement including going out to neighborhoods and bringing people to the waterfront; it will important to galvanize public support around the specifics of the design and the funding strategy during this phase
  - In the final phase, there will be more discrete decisions about design details, and how specific projects within the larger initiative move forward
  - The first phase has been broken out three smaller phases:
    - Phase 1A (now until May 2010): two major public workshops in February and May
      - The objectives are re-defining project identity and generating excitement
      - It's important that these events draw a citywide audience
      - It's also important to align the seawall and outreach component, and build partnerships so people feel ownership
      - There will be a website up that excites imagination and becomes a portal for social media
    - Phase 1B: big summer event
      - The objective is reconnecting people to the waterfront, physically—having fun, riding bikes and/or watching the Seattle Storm practice
      - We envision hosting a major event on the waterfront—something with broad, diverse appeal
      - The team will use the good weather as an opportunity to engage people in a fun way that gets their input on the design at the same time

- Emphasis will be placed on expanding partnerships
- There may be a temporary art component included within
- This will take significant planning—there is a need to get it off the ground and should probably start now
- At the end of this phase, the team wants to see high public awareness and lots of enthusiasm
- At this point, it will be important to start taking the news out to neighborhoods, i.e. farmers markets, street festivals, Capitol Hill block party, etc.
- The team will implement ongoing briefings and create a presence at neighborhood festivals
- Phase 1C: fall of this year
  - The team will turn attention back to doubling back with elected officials, City Council, mayor and engaging public agencies, civic and community leaders
  - There will be a series of public discussions at this point, and it will be a key phase for garnering agreement on big moves
  - The team will confirm what the key elements of the project are going to look like; incorporate and summarize the input received and brief mayor and council in formal way
  - There may also be some action to memorialize things and confirm agreement as to how we'll go forward in refining the design
  - The team will also work at this time to gain broader media support—including editorials, blogospheres, connecting with communities and elevating understanding of project
- In terms of messaging:
  - One of the first questions that will be asked is how the project is defined versus the viaduct and the seawall projects
  - It will be important to underscore that the waterfront public space project is going to move forward regardless of what happens with transportation
  - In particular, it will be important to get across that Seawall and viaduct are both safety issues
- **The Outreach Committee asked:**
  - At what point it would be too late for specific groups to get involved and still make a specific impact? *\*City Staff and Consultants noted that involvement will be important from the early design phase down to final design of public space (probably 2014)—certain folks (user groups, stakeholders, property owners) will be essential to Phase I and in Phase II (discreet design) there will more focused discussions with those who have a specific interest*
  - How will zoning be affected, who owns the land, whether there will be height restrictions and what will happen to the street once the viaduct is gone? *\*City Staff and Consultants noted that these are questions that the Full Committee and Subcommittees have been and will be wrestling with in the next couple of years, but the city doesn't foresee a significant reconsideration of zoning issues as part of this work, given it was recently done in 2006.*
  - What is the sense of metrics is for a successful first phase? *\*City Staff and Consultants noted that they could define this further, but they initially see it as social media activity, such as joining Facebook site; that there should be a number of partners and diversity of*

*organizations as partners; and that they would like to see a diverse cross-section of the Seattle public showing up, engaging and interacting with the design team*

- How will communities be engaged considering that there is still an ongoing waterfront and transportation debate? How will the make sure that the waterfront doesn't feel removed by a big boulevard? *\*City Staff & Consultants noted that the project will happen regardless of the position on transportation, and that jcfo is experienced in addressing street issues to be sure connectivity across all modes (walking, biking, driving) remains a key priority*
- Members underscored the importance of engaging folks who aren't paying attention through media outreach *\*City staff noted that if you look at great civic projects, it's important to get a civic movement going that you can't ignore*

- **The Outreach Committee also noted that:**

- It be important to find a way to put people on the waterfront and have them enjoy themselves *\*City Staff & Consultants noted that the summer event is about getting people down there now*
- It's important to think about bringing traditionally marginalized populations to the waterfront—finding events or reasons to bring them in to the neighborhood
- It's important to think about mechanisms to engage partners, such as asking them to send out e-mails *\*City Staff and consultants noted they are working with partners to tap into their e-mail lists and that the outreach team includes dedicated resources to connect with under-represented communities*
- Committee members suggested that the team consider having partners such as the Seattle Parks Foundation hold fundraisers or some other events on one of the summer nights; hold events such as kite flying festivals; or consider having kids perform
- One hurdle in engaging people and being excited about the waterfront is the general perception that it's hard to get down there for people who don't live downtown *\*City Staff & Consultants discussed possibly creating a walking map, considering a shuttle, highlighting mass transit opportunities or perhaps a one-day transit pass on light rail on the days of the events*
- For neighborhood outreach (i.e. street fairs and farmers markets), it will be important to have something more than a folding table to present the project with graphics, such as a booth *\*City Staff & consultants noted that, in the past, there have been interactive maps for people to show where they live; it will have a waterfront (not city) identity and they'll be capturing contact information*
- Committee suggested that there might be food vendors willing to serve at the February/May/big summer events, and that it might be worth looking into moving Bite of Seattle or another existing event with significant attendance down to the waterfront, at least for a year

## **Outreach Budget**

\*Committee reviewed and referenced documents including: *Summary of Scope & Aggregate Budget*

- **City Staff noted that:**

- The team currently has a contract with consultants through the end of May
- At that time, they will then negotiate a new contract for phase 1B that will go through 2012; this will be a contract for the whole consulting team

- The cost now is \$1.8 million for seven months of work, and all design work is separate
- The budget for outreach is \$294,000 (not including city staff resources) which includes messaging, identity, web site and social media for a host of consultants
- The line item amount for the website is \$80k and the web strategy is linked to identity
  - The website is not highly complex at this time; it's meant to be simple, graphical, compelling tool that grows over time
  - The website will capture information from visitors; the first part of what is launched will be where people can go and sign up for event
  - The question "what makes a great waterfront" will be posted and folks can submit answers
  - The team will then roll out additional ideas from there; will also monitor who opens invitation
- Moving forward, the team will look towards leveraging with partners to help keep costs down, i.e. Aquarium is donating space for February event
- The budget originally just went through May because it's scene-setting and going beyond that didn't make sense
- There will be a second contract created for the remainder of the Phase 1 period (18 months through middle of 2012) in the next month or so
- Money hasn't yet been allotted for all expenses, such as food and music, and City Staff and Consultants want to work with the Subcommittee members to get partners as a group

### **February Event/Partners Update**

- **City Staff & Consultants noted that:**
  - The partners for the February event currently include: AIA, APA, Great City, DSA, Chamber, Urban Land Institute, Parks Foundation, Aquarium, Urban League, Pike Place Market Foundation and International Sustainability Institute
  - The team is also reaching out to Feet First and trying to secure participation from Allied Arts; there are trying to be holistic in their requests and are still waiting to hear back from a few more organizations
  - The only partner requirement is that the organizations' name be included in event materials and information about the event specifics be shared with members
  - Part of the reason the team wanted partners was to tap into everyone else's networks; Seattle Art Museum for example has 20,000 followers on Facebook; collateral materials will be included at the Downtown Seattle Association tables
  - In terms of inviting attendees, there will be an HTML e-mail going out soon, a PDF that can be attached or sent out to folks and printed materials that can be handed out
  - Additionally, the team will be vigorously promoting the event in print, broadcast and online blogs; the media push will begin February 1<sup>st</sup>
  - At the event, James Corner will speak for approximately 30-40 minutes, and then there will be a brief Q&A afterwards
- **Outreach Committee noted that:**
  - The team should consider partnering with the Port of Seattle and the Alliance for Pioneer Square, if they have not already been invited? *\*City Staff & Consultants noted that they shied away from asking neighborhood groups for now, but the Port is a good suggestion; eventually they may do something else with all of those groups, and they're currently well-connected with them through mailing lists and outreach*

- Outreach Subcommittee members wondered why the Port wasn't used for the event *\*City Staff & Consultants noted that there is a fee to rent space from the Port and the Port is not at liberty to waive it*
- Outreach Subcommittee members expressed concern that turn-out might be so high that there is not enough space for everyone *\*City Staff & Consultant team noted that the Aquarium has capacity for approximately 900 and if, based on RSVPs, more people appear to be coming, the team will discuss overflow; also, there will be no music or other distractions—the event is focused on what James Corner will be presenting*
- Outreach Subcommittee members asked whether ethnic newspapers will be contacted about the event *\*City Staff and consultants noted they will be contacted via every mechanism, including ethnic newspapers*
- Outreach Subcommittee member T. Vogel offered to provide use of a 100 inch diagonal screen for overflow, if necessary

### **Seawall Outreach Update**

- **Seawall Team noted that:**
  - They've been doing briefings with established, design and planning commissions and neighborhood groups as well as DSA, Chamber, Youth Commission etc.; these presentations start with the basics as a lot of folks don't know what a Seawall is
  - The team is currently planning for an Open House event Wednesday, January 19<sup>th</sup> from 5:30-7:30 p.m. at the Aquarium
    - There will be a video with narration that lets visitors know what they can do, including information about construction, budget and schedule
    - The event will include information about different zones, including whether wall stays in place or is pulled inland
    - There will be a waterfront booth there—with information about the event coming up and strong messaging about how projects are coordinating in order to help to advertise excitement for the waterfront project

### **Confirm Next Meeting Date & Adjourn**

- **City Staff & Consultants noted that:**
  - The next Outreach Subcommittee meeting will be taking place on Friday, February 11<sup>th</sup> from 8—9:30 a.m.