



**MEETING NOTES
CENTRAL WATERFRONT
OUTREACH SUBCOMMITTEE**

**MEETING #5 April 1, 2011
8:00 — 9:30 PM Room 1600, Seattle Municipal Tower**

Meeting Attendees

Subcommittee Members

- Ed Medeiros, Co-Chair
- David Friebboth, Co-Chair
- Todd Vogel
- Jan O'Connor
- Cary Moon
- Craig Hanway

Other Central Waterfront Committee Members

- None

City Staff & Consultants

- Marshall Foster
- Steve Pearce
- Paul Elliott
- Nathan Torgelson
- My Tam Nguyen
- Julie Nelson
- Jemae Hoffman
- Norm Schwab
- Ken Johnsen
- Natalie Quick
- Regina Glenn
- Jacque Larrainzar

Advisors

- Mallory Gitt
 - Lydia Bassett
 - Wyndi Rejniak
 - Toby Crittenden
 - Eric Fredericksen
 - Maryann Jordan
 - Cara Egan
 - Osama Quotah
 - Liz Nixon
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Context for Summer Event

- **City Staff noted that:**
 - With the viaduct coming down, our underlying hope is that we can create a new civic heart for the city at the Waterfront—something very near and dear to Seattleites like Pike Place Market is.

- One of our key values is to facilitate a partnership between government and civic organizations and we are committed to furthering innovative public engagement.
- The purview of the Outreach Subcommittee is to focus on public engagement—we really want to see every corner of Seattle care about this project.
- Specifically, we see this as an incredible opportunity to change the way we use and think about our city.
- The City of Seattle staff works hand-in-hand with the Central Waterfront Committee, and the Outreach Subcommittee is important in reaching out the public through events, such as:
 - We had an event in February at the Seattle Aquarium in which more than 1,000 people attended;
 - We’re conducting another public event in May:
 - We’ll have our first discussion of big design ideas at Bell Harbor on May 19th;
 - There will be a major presentation with opportunities for feedback; and
 - We’ll do another design-focused event again later in the fall.
- The purpose of our meeting today is to discuss what we can do in terms of using the waterfront for a major civic event in late summer or early fall.
- We understand that we’re late in the game, but we’re committed to exploring:
 - What we can do;
 - How we can conceptualize the event;
 - What the audiences are;
 - How we connect with communities across Seattle; and
 - What the themes or concepts might be.
- From the beginning we’ve emphasized the importance of having partner organizations; we had 26 partners involved in our opening event in February.
- We also now have close to 30,000 people on our e-mail list, in addition to access to all of the mailing lists of our partner associations, so there are a lot of folks now following us.
- The big summer/early fall event is different than the February and May events, in that:
 - The objective is bigger: bringing people down to and reengaging them on the Waterfront.
 - The City typically spends \$10—\$15k on the public meetings like those in February and May;
 - Those resources could be available for the summer event, as well;
 - But we’ll also need to engage significant community partners to cover the remaining costs.
- Although the primary purpose of this event is to bring the public down to and engage them on the Waterfront, we’ll also take the opportunity to engage them on the design process.
- We’ll have our team there and will focus on ways of having a dialogue with people in terms of what they want to see on the waterfront.
- Our vision is not to have a street fair with booths like those that occur in the University district, but rather to make it feel like how it will be when the viaduct comes down.
- We’d like to create an event that emulates that experience—a place where visitors can play games, hear music, get an ice cream cone without worrying about traffic and imagine the possibilities.

**Subcommittee Co-Chairs noted that it could feel like closed communities, with pockets of activity throughout the whole area.*
- **Outreach Subcommittee Members noted that:**
 - We’ve invited advisors here today under the assumption that it was to bring ideas—if we need partners to step in with money, that’s a different set of circumstances and our Subcommittee needs to have a good conversation about what’s important. **City Staff noted that we did not invite people here to ask them to bring their checkbooks, rather, we’re asking for ideas. While we don’t have all of the funds necessary, we do think that the Subcommittee and City can bring resources together. We*

want this event to be successful, and we want to tap a bigger body of expertise—a lot of people here today have experience— but we don't expect anyone to sign-on today.

Goals & Requirements for a Successful Event

ACTIVITIES APPROPRIATE FOR TARGET AUDIENCES

- **Outreach Subcommittee Advisors noted that:**

- Jemae Hoffman from SDOT's Summer Streets Program talked about how that program has worked and evolved: One thing we've learned at the City of Seattle through Summer Streets is that it's everybody's street—it's important to imagine the possibilities.
- Last year at the Greenwood Summer Streets for example, we had a DJ at a fire station that was under construction; people were dancing in the street and we saw things like guerilla art.
- At Summer Streets we found that those kinds of activities happen over time—in the second or third years; during the first year, we suggest pearls of activity—there have to be enough things for people to do.
- You might consider showcasing the different Seattle neighborhoods on the Waterfront; such as local artists, restaurants and shops that are unique, like a little map of Seattle neighborhoods.
- You might also consider a guided tour of the history of the Waterfront from the Seattle Office for Civil Rights to create a buzz surrounding what Seattle is all about.
- You might consider having a green space—perhaps taking over an entire parking lot with greenery to get people to envision green spaces; the Seattle Parks Foundation's Trust for Public Land would probably be interested in collaborating in this.
- You might also consider doing an artist installation. **City Staff noted we could have different designers provide art for different spaces—perhaps focused on imagining the possibilities.*
- There are lots of boat activities on the waterfront that could be fun for people or families to watch, for example:
 - Spouting water creates a spectacle;
 - You could have paddleboats available; or
 - Perhaps have people to go out on the Argosy and see the Waterfront from the boats.
- There were 500 people at the park in Capitol Hill when we offered free yoga during the summertime; we also held the class in different languages including Spanish and Chinese.
- It would be great to have kiosks that talk about the history of the Waterfront from the perspective of the Duwamish or the Chinese forced out of the City at the Waterfront.
- You might consider having a Chinese Drill Team to build the sense that this has been part of our history and this is the future of what we're developing.
- If part of your objective is to highlight what's already on the Waterfront you might consider having Ivar's bring in Clam Chowder **City Staff noted perhaps there could be a market for local restaurants and others. *Subcommittee Co-Chairs noted that having the event on the Waterfront would have an intrinsic impact on businesses in terms of the number of people we're hoping to attend.*
- You could also have food trucks for people who care about culture and creative food. **City Staff noted that the street in front of Piers 62-63 could be a great place for food trucks.*
- The Greater Seattle Business Association has been working on a gay tourist initiative including a cruise with special trips to bring lesbians to see the Seattle Storm; there might be some way to showcase the cruise ships here. **City Staff noted we should look at the cruise ships as an opportunity, not a hindrance—they can enliven the event and show what the Waterfront could be. *Subcommittee Co-Chairs asked if there's any way we could get a tour of the cruise ship?*
- If you'd like to make this a celebration, you might consider a beer garden on the water for the twenty-something crowd where they could come, have a drink and watch music:

- That would be a bigger hook for the twenty-something demographic group in terms of thinking about making it not just family-focused.
 - There are so many resources here for Seattle bands—one of the biggest attractions at the Lake Union Park opening was the Recess Monkey kids’ band.
 - You might consider checking-in with City Arts or the Vera Project to see if they have some type of event happening—maybe a programmer on the stage to kick things off or tie-in to the event.
 - Any discussion with the architect about the event should focus on his master plan concept—there are things that will make it distinct, memorable, interesting and unique in people’s minds.
 - There should certainly be a visual aspect to it—something dramatic. Depending upon what’s in the formative stages, you might consider trying to create framings or a performance program.
 - We also suggest devoting creative time to making a public art plan; Western Bridge has expertise in making short-term, interesting things happen. **City Staff noted that part of our program is to have art permeate the whole process, the design process, the construction process, and the end state.*
 - You might consider teaming up with organizers of a marathon event on the Waterfront and then keeping it closed. **Subcommittee Co-Chair noted that he’d be more in favor of closing the street than the viaduct, if we have a choice.*
- **Outreach Subcommittee Co-Chairs noted that:**
 - You might consider having bands or entertaining groups—when children are performing, parents, grandparents and neighbors often show up.
 - This could also provide the opportunity to have a variety of diverse groups providing entertainment—many children learn cultural dances and this could result in a broader audience.
 - Are piers 62/63 going to be available? **City Staff noted that the Seattle Parks and Recreation Department does not have official events on the Pier for liability reasons, because of the condition of the Piers—we do have the Waterfront Park, but it’s smaller and removed—on the other side of the Aquarium. *Outreach Subcommittee Co-Chairs noted that, if we have to barricade the pier that would be a problem. *City Staff noted that we wouldn’t have to do that. People are free to wander out on the pier, but we cannot have any formal events on it, such as a concert.*
 - We support the idea of using the water itself as a stage for the events—it definitely draws the eye; we should focus on experiences you can only get when there’s water.
 - Are there partnerships we can look at with various sailing groups, canoeing clubs or other organizations that are waterfront related to try and engage more in the water?
 - We might consider having Native American groups come in traditional canoes or costumes—it speaks of the history of the area and is more unique to the Waterfront than the other types of activities.
 - Our February event had party elements and there was a lot of energy going on, although there was some criticism about some areas not being as accessible as others; we could consider bringing in the Ballard Sedentary Souza Band where everyone sits.
 - In thinking about the designers’ role (jcfo), we should also think about how this event dovetails into the conceptual work going on.
 - **Outreach Subcommittee Members noted that:**
 - We should think about what will get people to the Waterfront—it’s pretty expensive for a family to go down together and a bargain like a coupon for free snacks or museum entrance might help.
 - We should also think about the likely sites for development and what impact the proposed design will have on the sites, and perhaps make an attraction in those areas.

- You might consider offering free rides to Bainbridge Island on the ferry or you could also consider having Seattle Parks & Recreation on the Argosy boat to talk about the ecosystem.
- You might consider kicking-off the event with something like a run—a family fun run rather than something hyper-competitive.
- It's a great way to get people down there and you could go up the Waterfront and back down—it's a park-like activity.
- In terms of costs for getting families to come down to the Waterfront—we might consider negotiating free metro passes for the day down to and back from the Waterfront.
- You also might consider other forms of alternative transportation such as having bike valet parking—you could probably get a sponsor to provide an in-kind donation of this service.
**Outreach Subcommittee Advisors from Bike Works noted that this is a service they could provide at the event.*
- At an event in Chicago, they closed off ten miles of street—the end points had free helmet giveaways, bike-powered smoothies and marching bands.
- This brought a lot of families out—it's important to have some sort of subsidies to get families down if you want to engage communities that don't typically engage.
- The Cascade Bicycle Club has led rides to summer events and also provides services like bike checks; when people are providing services, not a physical good, that's a great way to supplement the budget.
- When we talk about having the run—what if we got the Rat City Rollergirls? With regard to the idea about different music and kids' groups—we could have a drumming competition.
- This could include different cultures competing around drumming—such as those indigenous to hip-hop and African cultures; we could zero in on three to five partners to bring in those people.

POTENTIAL AUDIENCES

- **Outreach Subcommittee Co-Chairs noted that:**
 - In terms of potential audiences, we've got a younger, physically active crowd and there's a lot of energy associated with that, but what about the senior and handicapped community?
 - We need to think creatively about that—being inclusive but also staying focused—we need to make sure that we set the table for everyone.
- **Outreach Subcommittee Advisors noted that:**
 - One thing to think about is people that are already there—ferry passengers, people leaving Mariner's games, those who are at the Waterfront for cruise ships.
 - For organizations that might not have money to help bring people to the event, such as VSA Washington, you might ask them about what types of events would bring a diverse crowd.
- **Outreach Subcommittee Members noted that:**
 - One issue is: how will we capture information at the party? People will come and then leave.
**Outreach Subcommittee Advisors noted that raffles and scavenger hunts are a good way. *City Staff noted that once we get people to Waterfront we'll have to figure out how to engage with them, particularly those who aren't part of the design process, to talk about where we're going. *Outreach Subcommittee Advisors noted that the goal should be to get an e-mail address from everyone that comes, and then you can decide on the level of engagement—simple things tend to be effective. *Outreach Subcommittee Advisors noted you might also think about the way that people are using technology—we're trained to respond to texting and that is an attractive alternative to e-mail. *Outreach Subcommittee Members noted that is a really inexpensive interface.*

- **City Staff noted that:**
 - Can you have a successful event that has many target audiences and a diffused quality to it? Families and kids plus twenty-something's? **Advisors noted that you can, but you have to think about separating the different submarkets by time of day and location. *Outreach Subcommittee Advisors noted that Washington Bus had a candidate forum at the Showbox—it was playful and fun; there were kids, teens, twenty-something's and older folks there—you just have to be smart about making the event relevant to different audiences—if we talk about a Waterfront for all, it doesn't seem like reaching out to seniors means we can't reach out to families and kids—Bumbershoot, for example, draws a wide swath of people. *City Staff noted that the morning could be about kids and Recess Monkey; the afternoon could focus on neighborhoods; and the evening could target a young adult crowd.*

LOCATION/SITE CONDITIONS NEEDED

- **Outreach Subcommittee Co-Chairs noted that:**
 - If we could close Alaskan Way south of the cruise ship terminal, that would be nice. **City Staff noted that we'd have to work through issues—there are cruise ships every single Friday, Saturday and Sunday during the summer until the weekend of September 24th. Another issue is that's the only route in—we need to provision for trucks, buses and activities and we have to leave room for emergency fire response. *Outreach Subcommittee Advisors noted that the Fire Department requires a twenty-foot lane to drive through if they have to—you can have a table or yoga lessons in the fire lane so people can move if they need to, but you can't put a stage there. *Outreach Subcommittee Advisors noted they'd also second the notion of having the event on the street versus the viaduct—the whole point is focusing on what life will be like without it. *City Staff noted that having the viaduct closed during the event, to get rid of the noise, would be helpful. During walking tours at the Waterfront, the noise near Colman Dock is very loud, but that changes when you get north of Pike Street because the Viaduct is further away from the waterfront at this point. We may want to concentrate on the area north of Pike Street. *Outreach Subcommittee Members noted that, if the viaduct were closed, SDOT would likely want the surface street lanes available for capacity. *City Staff noted that the challenge is there are more design opportunities south of Pine Street where the viaduct goes away—the question is, do we want to highlight that, or just have people on the Waterfront?*
 - It would also be nice to select a date during a time with traditionally good weather; people are more likely to stay home if it rains. **City Staff noted that September is pretty consistently sunny.*
 - We might want to create a map, a schematic for the event; there's a lot of space, and each space has different characteristics—from the ferry terminal to the commercial districts to the cruise ships.
- **Outreach Subcommittee Advisors noted that:**
 - When is the Alaskan Way Viaduct closed? **City Staff noted that WSDOT closes the Viaduct to do safety checks twice a year in spring and fall; it's possible we could talk to them about selecting a specific weekend; we'd try to avoid sporting events, which generate a huge attendance.*
 - We should check with the Seattle Special Events Committee to find a date without an existing special event; the date we select for the event will also be driven by police availability. **City Staff asked if it is essential to have the viaduct or street closed? We have a strong feeling that would be important; otherwise, we haven't really changed anything. We're here to show what a good Waterfront could be, but the surface street is tricky, as it's the only access to the cruise ship terminal. Perhaps we could close a portion of the street or cone it off to start to give an idea of the space available—trying to keep traffic slower and perhaps have less traffic.*

- Are we thinking of the full length of the Waterfront? Or a centralized location? That's a large area to cover for one event. **City Staff noted that everything is on the table.*
- I would suggest not spreading out—rather, choose three central locations focusing on the northern, central and southern areas of the Waterfront.
- Perhaps we could look at the area from the Seattle Art Museum's Olympic Sculpture Park to the Seattle Aquarium.
- In terms of getting the parent community to come down, Sundays are better than Saturdays because of sporting events for kids.

PARTNERSHIPS

- **Outreach Subcommittee Advisors noted that:**
 - You have natural consistencies with retail shops and business in the Waterfront area; everyone there has a vested interest in having a great Waterfront, whatever their feeling about transportation.
 - You might also want to look into finding media partners to help get the word out and you wouldn't have to look far; Real Networks is in the area.
- **City Staff noted that:**
 - Would KEXP be a good partner? **Outreach Subcommittee Advisors noted they're more interested and engaged when live local music is involved—they can work to get us a band. *Outreach Subcommittee Advisors noted that in both television and print media, it's best to work with them from the outset—KEXP is a great option.*
 - It seems like it's important to layout the concept on paper so people can get a sense of it but it also needs to be loose enough to work through. **Outreach Subcommittee Advisors noted that often you have to commit to some advertising dollars with a media partnership; if you contribute a bit they'll showcase your event in-kind—although for something big like this, it may be different.*
- **Outreach Subcommittee Co-Chairs noted that:**
 - When we talk about cruise ship terminal access, we should consider how we could make Holland America a part of the event, as well—this could also help with street access.
 - Our understanding is that the lead designer sees a commercial piece to this design and it seems like that is where some of the partnerships should be generated.
- **Outreach Subcommittee Members noted that:**
 - If we can create a logical model about how this event will be structured and the different audiences it will target I think it will help us bring different partners into the process.
- **Consultants noted that:**
 - To the Subcommittee's point about having strategic partners help with programming—this is quite important—we could then almost have unlimited opportunities.
 - Other types of partners could be focused on helping get the word out—for the February event we had 25 civic partners that helped get the word out to 40,000 people in total.

LEAD TIME

- **Outreach Subcommittee Co-Chairs noted that:**
 - Lead-time is an area that we really need to focus upon in our next meeting—these ideas and discussions are great but if they don't transform into a timeline with proper resources it could be moot.
 - We need to focus on what our timeline is going to be; we're getting nervous about not having enough time to meet expectations.

RESOURCES NEEDED

- **Outreach Subcommittee Co-Chairs noted that:**
 - In terms of resources, it seems the Consultant's job is to shakedown the community for resources—that's what they do well and that's why we hired them.
 - We want to make sure we're leveraging that: the City Staff has great strengths, but there are many pieces involved with pulling these types of events off.
 - One concern is that if we just rely on City resources, the event won't be a success—we're going to really need to leverage outside resources to pull this off. **City Staff noted that, in our last meeting, we said let's just focus on getting together to create a world of ideas in this special meeting—we'll then get together with the Consultants and come back with a draft timeline for what we are trying to achieve. *Outreach Subcommittee Members asked for a budget of what the event would cost—including prospective resources identified. *Outreach Subcommittee Advisors noted that the Seattle Special Events Committee meets the first Wednesday of every month—they'll need to know what the Subcommittee's plan is, including an emergency plan if streets are closed; they'll send you back to the drawing board if you don't have a plan in place.*

Event Opportunities & Constraints

- **City Staff (P. Elliott) noted that:**
 - The cruise ships are located at Pier 66 every Friday, Saturday and Sunday through the middle of September. They will not be there the weekend of the 23rd, 24th and 25th.
 - Celebrity and Norwegian Cruise Lines use Pier 66; perhaps at the end of the season they might let people on board.
 - In terms of other events coming up:
 - There are already events planned on the Waterfront with one event closing down the viaduct: the Rock & Roll Marathon on June 25th.
 - Seafair Fleet Week will be taking place August 4th—August 7th. They'll have destroyers at Pier 66 and also the cruise ships.
 - The Seattle Hemp Festival will be taking place August 19th—August 21st.
- **City Staff (J. Hoffman) noted that:**
 - We've talked today about building healthy communities and connecting people with the heritage on the Waterfront and using spaces that are active already.
 - The space will work even if it's not overly programmed: you should embrace opportunities like people waiting for the ferry or going down to the cruise ships.
 - With regard to closing streets, you can keep costs down by avoiding signalized intersections—these are required to have a police presence instead of volunteers and they're expensive.
 - You have to be able to move quickly when you're planning, you don't want to set things up that will make entrance difficult—avoid areas used by transit or electric trolley routes.
 - The biggest lesson we've learned: you must get businesses and aquarium and people on the Waterfront to own this event.
 - You should build on their ideas and energy, and be really clear on what success means is in terms of programming.
 - We originally thought you could just open up the street but people will really want to have enough stuff to do. Some questions to consider:
 - Would 3,000 people on the Waterfront be O.K., or do you need 15,000 to make it successful?

- Does there need to be a band playing, or just people talking to each other? That seems like a programmed activity.
- Do you have enough going on if it's raining and 5,000 people don't come?
- Do you have enough pearls of activity? You might want to try to define that further.
- With a lot of people it's hard—if we restrict parking, are we going to be having a hard time getting people to believe this will work for them?
- Some ideas and things that have worked for our events in the past:
 - You could consider setting up a basketball game with an area businesses donating prizes—it's a way to show businesses this works for them.
 - In Columbia City we've had food, street exercises and street music to celebrate the diversity of the Rainier Valley.
 - We could get Pike Place Market to do a farmer's market like they did at City Hall last summer—building on things that already draw people in.
 - If there's a race on the day of the event, people will stay afterwards—we had a big success with that in West Seattle on Alki Beach—the PTA had a fun run, then people stay.
 - In terms of closing roads, the Rainier Valley Heritage Parade starts in the morning the Greenwood Artwalk brings art into the street now:
 - Lane openings require a lot of policing, and people demand local access—sometimes those people drive much too fast, which means kids in the bike parade don't feel safe—it's better to close things all together for a shorter distance.
 - Funds available for spending on traffic control during the Summer Street events is minimal:
 - We spend about \$10,000—15,000;
 - While other cities spend two to three times as much for the same sized event.
 - Two-thirds of that cost is paying police and barricades for traffic control;
 - There's a bit that goes toward a special events permit as well as honey buckets;
 - What you have leftover is for programming and marketing.
 - You may want to select a few dates in advance when police say they can be there—if there's a Mariner's game, you won't be able to get anyone.
 - Keep in mind that Seattle has more special events in the summertime than many cities do, so the police are working overtime; you should think about how this can be a win for policemen.
 - Another tip is that parking enforcement officers are much cheaper than traffic officers; you need police because if people display bad behavior it makes a difference, but if there are too many police, it feels like a heavy event.

Next Steps

- **City Staff noted that:**
 - Reflecting on some of what we've heard today:
 - We've got a rich set of ideas about how to structure, focused on imagining the possibilities.
 - It seems there's a need for compression—it's not about the whole Waterfront at once.
 - In thinking about different audiences, we need to reach out in a way that's broad but also targeted—it can be both as opposed to either/or but we need targeted strategies for all groups.
 - We'll need to think more about how we can turn this into something loose enough to bring partners in.
 - We're focusing on developing a plan specific to this, including graphics, budget and a funding strategy.
 - Our hope is that we can continue to work with this advisor group and that you'll help us shape some of this as we carry it forward.