



MEETING NOTES
CENTRAL WATERFRONT COMMITTEE
OUTREACH SUBCOMMITTEE
MEETING #5 April 8, 2011
8:00 — 9:30 AM Room 1600, Seattle Municipal Tower

Meeting Attendees

Subcommittee Members

- Jan O'Connor
- Mahlon Clements
- Todd Vogel
- Charley Royer
- Ed Medeiros
- Craig Hanway
- Cary Moon

City Staff & Consultants

- Ken Johnson
- My Tam H. Nguyen
- Paul Elliott
- Steve Pearce
- Jennifer Wieland
- Regina Glenn
- Natalie Quick
- Amy Grotefendt
- Erin Taylor

Community Advisors

Jordan Adams
Lydia Bassett

COMBINED PUBLIC ENGAGEMENT/WATERFRONT & SEAWALL

Jennifer Wieland and Steve Pearce presented the Integrated Public Engagement and Outreach Approach document for Waterfront Seattle and Elliott Bay Seawall Projects.

City Staff noted that:

- This document presents shared outreach goals, strategies, tools, audiences, messages and measures of effectiveness for both projects moving forward. The plan is to build support, momentum, excitement and interest in the waterfront through each phase of the project.

During the first phase the strategy aims to bring diverse communities to the waterfront, versus going out into communities with a specific message.

- The audience for combined outreach public engagement document is the two project teams and Central Waterfront committees
- For legal reasons, seawall has to be maintained and discussed as separate project.

Subcommittee members noted that:

- Translation in newsletters has not been as effective in itself. TOD work in Minneapolis shows that you need to build a different infrastructure to engage audiences who aren't used to coming to these types of events. Suggest looking at different ways other groups have used outreach tools.
- How will inclusive outreach be addressed? Haven't heard anything clearly designed to reach diverse audiences.
- How will we track diversity in the engagement we do? There are many kinds of diversity.
- One approach could be to Take a random statistically significant sample of who's showing up at event and compare to baseline demographic data of Seattle. Look to see if zip codes throughout the city are being represented.
- The document makes an unnecessary distinction between two projects. No public reason to make Seawall project co-equal. Better if the approach presents a unified, comprehensive, face to public.
- Partnerships, a special set of outreach. Set up a system where a bunch of different owners, allies, friends share ownership of the project. We need people to help pay for it, need public to vote yes when LID comes. Either partnerships needs to be in this document, or separate document that says the same thing.
- How do we measure if we have build ownership? Did we reach people in a broad area?
- Need to start defining interim targets, or specific audiences for specific projects in order to engage the public for five years. A key message for the seawall could be "building a foundation that's strong" This is a digestible metaphor being used at Pike Place Market.

Consultants noted that:

- 63 different zip codes at February event

ACTION ITEM: City Staff will rephrase "usual suspects".

RECAP OF APRIL 1 SPECIAL COMMITTEEMEETING ON SUMMER EVENT/NEXT STEPS

City staff noted that:

- Key elements: Late summer/early fall timing to capture good weather but provide adequate lead time

- Hold an event with a unique and clear identity that highlights the transformation of the waterfront – something easily distinguished from other events.
- Time the event to coordinate with a Viaduct or partial street closure – it will be important to showcase conditions on the future waterfront
- Event would be around a major arts-intervention that would take place throughout phases of day. Low-cost high visibility project.
- Kid-friendly activity in the day time, perhaps including activities that engage the water. In the evening, events for 20-somethings, mobile chow down. KEXP, music acts, etc.
- Concept is a major arts-intervention with satellite pieces to it. All pieces would be arts-related. We don't want to water it down with too many disparate elements, and have a confused event without a clear identity.
- Prime goal of event is not to get design input, but to bring people to the waterfront.
- Need to have firm plan by end of April, to pull it off this year.
- Size and scope of event is beyond the capacity of the design budget. Success of this event is going to depend on partners stepping up and helping make this happen. City has \$10-15K available but the cost would be in the \$50-100K range.
- 1% for Arts budget may be available for this event – can be used for ephemeral pieces and performance art throughout construction period, doesn't all have to go into final design.

Subcommittee members noted that:

- Can we find ways to reflect the emerging design in the art intervention (folds, tidelines etc.) Consider a kinesthetic, physical way for people to interact with key design ideas, to get buy-in. Could be as simple as game for kids to redesign waterfront. To be successful, we need an event planning committee, to get a process in place so it can happen.
- We need an event coordinator, how do we do that?
- Available resources identified to date are small to accomplish an event of this size.
- Concerned about lack of significant amount of money and lack of time. Rather have no event than a bad event.
- Resources not meeting goals we're identifying.
- What can this committee do to help leverage more resources?
- We can't do a good job on design, if we are not doing a good job on outreach.
- This needs to be a celebration through a party, something that helps us find partners, cultivate relationships.
- Look at October, not August, be honest and realistic about timeline.
- Are there other partnering opportunities with other events this summer? Better to piggy back on other events than to do things quickly and poorly.
- An alternative is to build a narrative arc over the next year, build momentum, host a more successful event next year.
- We need a concept and budget with a go /no go date.

- Yes to arts theme. Only concern, because first event, need to be physically small and tight rather than spread it out. Should be small and compressed time wise. Need to tie the event to the water. Water is what's different (compared to other competing events).

Community advisors noted that:

- Grand Opening of Lake Union Park had 25,000 in attendance. Event was planned and funded by the Seattle Parks Foundation.
- 26 blocks on the waterfront is too much - make sure event focuses on central hub,.
- With a timeline of late summer, early fall, we should have started event planning by now.
- Lake Union Park opening took about a year to plan – though no one was working full time on it. It was a two day event including an evening gala.
- Plan on 90 days for permits and street closures.
- For Lake Union Park the event planner was \$25K and the total cost of the event was a total of \$87,000, not counting in kind donations etc.
- Seattle Parks Foundation led the fundraising effort.

BELL HARBOR MAY 19 EVENT

- A save the date went out
- A minimum of 750 chairs will be provided, addressing seating concerns at the Aquarium event
- Event will be focused around a presentation of the initial design direction
- There will an opportunity to pose questions of James Corner via notecards, with the most relevant and representative questions selected by city staff. There will be activity stations that will engage people on the design ideas presented, and there will be another survey. We are exploring the idea of including mobile food trucks to help create a more festive atmosphere

PRESENCE AT OTHER EVENTS THIS SUMMER

- We plan to have a project booth with display materials and takeaways to increase awareness of the project.
- An idea is to put on waterfront walking tours during Viaduct closure due to the Rock and Roll Marathon. We will promote people coming down to the waterfront to enjoy it without the traffic noise.
- Plan to have a presence at many waterfront events this summer, including the Maritime Festival.