



**MEETING NOTES  
CENTRAL WATERFRONT  
OUTREACH SUBCOMMITTEE**

**MEETING #7 May 13th, 2011  
8:00 — 9:30 PM Room 1600, Seattle Municipal Tower**

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**Meeting Attendees**

*Subcommittee Members*

- David Frieboth, Co-Chair
- Craig Hanway
- Todd Vogel
- Jan O'Connor

*City Staff & Consultants*

- Hannah McIntosh
  - Steve Pearce
  - My Tam Nguyen
  - Ken Johnsen
  - Natalie Price
  - Regina Glenn
  - Erin Taylor
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**May 19<sup>th</sup> Event Update**

- **Consultants noted that:**
  - We have an exciting event planned next week at Bell Harbor Convention Center; there will be plenty of room including seats for the presentation.
  - We're starting early and folks can mill around from 5:00 p.m. – 6:30 p.m.; it will be a festive environment with a portrait station, music and three different food vendors on the pier apron.
  - The program will begin at 6:30 p.m. and M. Foster will be the emcee; we'll do live Q&A for twenty minutes after J. Corner's presentation and then we'll break up into activity stations.
  - We'll have interactive stations around the room that focus on each of the design themes; we'll have a new waterfront model and there will also be a station for the seawall.
  - We'll have a survey on the website afterwards that deals with what you see in the presentation; you can watch it online and then take the survey right there.
  - We're currently at 500 RSVPs and will send out another HTML e-mail early next week.

## Summer Event Recap

- **City Staff noted that:**
  - There was great interest in having an event this summer and the team started doing a lot of work on brainstorming and planning what it could be.
  - However, the biggest issue was that the City could only come up with \$10-\$15k and we would need at least \$75-100k to do it right.
  - Ultimately, there were too many things we didn't feel confident about to do it right this year; the discussion at the Executive Committee was that it was a great idea to move the date.
  - We need to think about the fundraising aspect of this: a lot of the marketing and promotional activity is beyond the design budget and we've got to find the mechanism to provide funding.
  - Usually there is a grassroots organization that forms and does fundraising outside of the project budget; typically that's not done through the design budget.
  - There have been discussions with the Seattle Parks Foundation in terms of having them help; they have agreed to play an important role in planning for the summer event next year.
  - That includes convening a special committee to organize, develop and execute a fundraising strategy; we'd be working hand-in-hand for that.
  - There will likely need to be an agreement between the Parks Department, the City of Seattle and the Central Waterfront Committee; we're starting to work on that.
  - The idea is that this Subcommittee plays a very central role in helping plan the event; you'll start to see folks from the Parks Foundation wanting to engage more directly.
- **Consultants noted that:**
  - In thinking about messaging, it's important to note that, regardless of what happens, the viaduct is still coming down—we still need to redesign our waterfront.
- **City Staff noted that:**
  - We met with C. Damon, a financial real estate consultant, and she made the observation that most successful projects have strong grassroots organizations that carry the weight in terms of fundraising and advocacy.

**ACTION: City Staff to create Scope of Responsibilities for Committee, Parks Foundation and City of Seattle. City Staff/Consultants to create a plan for keeping messaging consistent.**

## 2011 Summer Waterfront Event Update

- **City Staff noted that:**
  - We wanted to be clear about what's happening this summer since there's a decision not to do a grand party; we do still want to make sure that we have a dynamic presence and that it's fully coordinated with the seawall.
  - We have a booth that's fairly basic but interesting; as we move forward through the summer we may explore even more creative ways to be present; our public relations team has also put a folio together with basic information including a timeline and project information.
  - We'll be at the maritime festival this Saturday and we'll have information about the May 19<sup>th</sup> event there; this is a pretty big event and we're hoping it will increase attendance.
  - The next time we're in front of the public is May 20<sup>th</sup>, which is the anniversary of Union Station; we may have the design presentation streaming on a laptop or screen.
  - We also have a running list of additional opportunities coming up this summer, they include:
    - Maritime Festival 5/14/11
    - Alliance for Pioneer Square 5/20/11

- Rock-n-Roll Marathon 6/25/11
  - Seafair Fleet Weekend 8/6-7/11
  - Hempfest 8/19-21/11
  - SAM Remix Sculpture Park 9/12/11
  - SAM Sculpture Park Salmon Family Return Festival 9/10/11
  - Aquarium Salmon Homecoming 9/17
- Apart from established events happening on the waterfront, WSDOT is probably closing the viaduct more this summer than normal; we won't always know in advance but we want to take advantage of it whenever we can.
  - We may send out a "Get Down to the Waterfront" e-mail to experience what it's going to be like; if we have more lead-time we may want to do walking tours.
  - We might consider flash-mobs: these go well if they're well organized, but sometimes they fall flat; they're most successful when it feels grassroots.
  - Our design and art team are thinking about some kind of iconic booth; we have a very generic approach and it would be great to have something iconic—perhaps a piece of art itself; it's something we're asking people to think about; perhaps something we start to develop. *\*Consultants noted there is a great exhibit at the Frye Museum, a "Thinking Cart," it's interactive and possibly something that could be moved around. \*City Staff noted that it's possible to include performance art with the tangible, stable piece.*
  - The tidelines idea has a parallel to the waterlines project; it's the history of the moving shoreline—there could be some interesting ways to mark the various locations of the shoreline over time.
  - The walking tour could be connected to that information—you're at the location of the old shoreline at first. *\*Subcommittee members noted that the Alliance for Pioneer Square just came out with a map, Trails to Treasures, and tying into the tidelines is a great idea—the water moves and the tideline moves. \*Subcommittee members noted that having a labor connection could be a nice part of the presentation. \*Subcommittee co-chairs noted that the Port is doing their 100 Years Celebration with a big labor component. In talking with the architect, it's part of his concept: it's historical and current connection with the working waterfront. \*City Staff noted that we've had folks on the team contact the Port of Seattle and will continue to follow-up.*
- **Outreach Subcommittee Members noted that:**
    - For the walking tours, consider using technology: prepare people that this will be coming up and at the last minute we'll know—sign up here and we'll text you.
    - I've seen exhibits with signs: you walk up to a place, dial a number to hear a presentation—it's a way to do walking tours where all you need is a mobile phone; it doesn't require labor after set-up. *\*City Staff noted that we could couple that with a self-guided walking tour to go to certain locations; King County has done that with book walking tours.*
    - Lisa Quinn at Feet First, an advocacy organization promoting walk-able communities, has done walking tours and has expressed an interest in the Waterfront.
    - It might also be interesting to think about some kind of "forgotten" places that could be redeployed; such as the Washington Street Boat Landing.
    - It doesn't mean you go clean it up but people come by; it's a structure and there are places like that where you can make different stops—you could get a "double dip" by having healthy activities.
  - **Outreach Subcommittee Co-Chairs noted that:**
    - The folks with Cascade Bicycle Club are also technologically inclined; we could do a ride, as well.
  - **Consultants noted that:**
    - Sending out a message at the last minute could make it more fun; it could be something along the lines of a "Sunny Weather Alert;" we'll have at least two weeks notice; one good thing will drive another and we should make a priority of setting up that system.

## Outreach to Underrepresented Communities

- **City Staff noted that:**
  - We've heard you consistently inquire about making sure that we're reaching out to under-represented communities: do we have a good, solid plan to engage a broader group?
  - We were delighted to have 1,000 people at the Aquarium although a lot of us knew each other— it's clear there are a lot of people we're not reaching with messaging about this project.
  - For May 10<sup>th</sup>—our goal, instead of mass emails to various groups, is to try and personalize the invitation and develop a personal connection; we're hoping you can also be more intentional about that.
  - In June, we'll come back with more detail; in developing the concept design we'll probably broaden out what the strategy will be at different phases to engage different parts of the community.
  - It would be helpful to know what we mean by a more diverse community as we go back through the detailed outreach plan; the big question is, who those folks are and how do we get them engaged.
  - We know we're not necessarily reaching communities of color and there are others we're not reaching, as well.
  - Does the Subcommittee have some thoughts about what those communities are? What would be good points to plug to be strategic? I.e., here's where we're going to be—who should we be trying to hit once we have something more concrete to talk about?
  - We tried to go out and spread the message around the City last summer and found it very difficult to get people engaged without something specific for them to react to.
  
- **Consultants noted that:**
  - When you think about this broader audience it's everyone that's not this insider group; that's a huge undertaking.
  - The key thing is to get onto existing community agendas and sending personalized letters; another issue is how you get young people involved? They have a different way of being engaged.
  - A lot of what they want is designs and what can I *do* there—that's a different question than "do you like the design coming down?" It's more of a social thing—what's going to draw me in. *\*Subcommittee members noted, they're not necessarily translating drawings into activity. It's a cultural step removed from the actual design event. \*City Staff noted every time we have an event we still have the question "typical day on waterfront—what would you like to do and how would you get there"—the issue then is, are we reaching the right people with that question.*
  
- **Outreach Subcommittee Members noted that:**
  - At this stage we have a shotgun outreach approach, which is good for broadcasting ideas of what we're talking about; we might consider holding focus groups to drill down further.
  - You might consider going down to 11<sup>th</sup> & Pine on a Saturday night and asking people why they are there.
  - In terms of programming, one question might be how would college students use it? What we're thinking about is expressions of different subcultures—whether it's youth or the ethnic community or something else; those expressions are interesting to watch.
  - If we can get into a conversation at that level of depth it would help them see something in the waterfront themselves and make them feel like they have a stake in it. *\*Consultants noted that is a good point—culturally, people use open spaces differently; for example, in one of jcfo's parks they brought in barbeques and picnic tables for the Hispanic community who use parks and open spaces to celebrate birthdays. \*City Staff noted that it would be nice to see a survey of what people currently use park spaces for and what do they want that doesn't exist.*

- We do have people accessible that can do focus group interviews in native languages—having conversations in the native language is crucial. *\*City Staff noted that the City has bilingual resources that would be part of the plan that we'll come back with in June.*
- Who is the point person? *\*City Staff noted that Hannah McIntosh and Jennifer Wieland will be the contacts.*
- **Outreach Subcommittee Co-Chairs noted that:**
  - You could go somewhere like Golden Gardens, Ruston Way in Tacoma, Judkins Park, where people are already hanging out, to get a different perspective. *\*City Staff noted that the Sculpture Park and Alki are good as well. \*Consultants noted that you have to help them see how it could be, not how it is—it's about safety, lighting, access, cost and parking. Focus groups could be the best way to get a real dialogue going—the drawings doesn't get down to their gut; it's good to get people where they're doing those activities.*
  - My sense is that if you want to create a vibrant space you've got to have a residential and commercial element—people want to go there because it's “happening.” *\*City Staff noted that in lots of places it's residential density that draws people in and gives it vitality. Getting more people living close to the Waterfront is crucial; with social housing elements included.*
- **City Staff noted that:**
  - There's a strong music scene on Capitol Hill; would you ever be successful to do that on the Waterfront, or are you competing with something that's already really strong? Could you look at what's missing and what you can do well? Or is there a danger of trying to do a lot of things that will be marginal? That's one of the interesting questions we face.
  - We need to be successful but smart in reaching out to the broader City; there is a tendency for us to go out and meet everybody but that's not always successful.

### Website

- **City Staff noted that:**
  - The website will be fully functioning by May 19<sup>th</sup>; you'll see good features such as a calendar for all events, committee activities, tabs for news media coverage, key project information about the presentations, background information and survey work we're doing will be summarized.
  - All Committee activity will migrate to that site so you'll have an easy place to pull agendas, minutes and earlier documents.

### Adjourn

- **Outreach Subcommittee Members noted that:**
  - Are we looking at a new meeting time? If we set something up on Tuesday or Thursday there will be other things we're scheduling against; if we want to start later, that's fine.
- **City Staff noted that:**
  - It might make sense to conduct a Doodle poll and see if another meeting date and time would increase our attendance.

**ACTION: Consultants to conduct poll to determine whether new meeting time should be secured.**