



## MEETING NOTES CENTRAL WATERFRONT OUTREACH SUBCOMMITTEE

MEETING #9 August 12, 2011  
8:00 AM — 9:30 AM Room #1600, Seattle Municipal Tower

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### Meeting Attendees

#### *Subcommittee Members & Advisors*

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

#### *City Staff & Consultants*

- Hannah McIntosh
  - Jennifer Wieland
  - Steve Pearce
  - Marshall Foster
  - My Tam Nguyen
  - Erin Tam
  - Erin Taylor
  - Josh Stepherson
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### Introductions of Outreach Team Members & Responsibilities

\*Committee reviewed and referenced documents including: *Elliott Bay Seawall & Waterfront Seattle Coordinated Community Outreach Organizational Chart*.

- **City Staff:**
    - The updated community outreach organizational chart details oversight, technical coordination/review, coordination and points of contact for the Seawall and Waterfront projects.
    - E. Tam from EnviroIssues will now be the Outreach Subcommittee's main point of contact and lead for staffing; J. Wieland (Elliott Bay Seawall) and H. McIntosh (Waterfront) are the outreach leads for the City.
  - **Outreach Subcommittee Members & Co-Chairs:**
    - It seems important that we maintain the holistic, intelligent strategy that's already under way; will the Waterfront outreach team continue to interact with the design team?
  - **Consultants:**
    - We have regularly scheduled meetings to provide concept feedback to the design team translated in a way that they can use it; this will continue to be integral to our outreach strategy.
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## **Next Steps for Outreach Implementation**

\*Committee reviewed and referenced documents including: *Integrated Public Engagement & Outreach Approach*.

- **City Staff:**
  - The Waterfront and Seawall Project teams are continuing to coordinate on public engagement and outreach approaches, and are using this as a guiding document.
  - Moving forward, the public safety message will continue to be critical for the seawall, and longer-term we're also preparing to further our outreach to underrepresented communities.
  - One of the great strengths of the Subcommittee and the Committee as a whole is its breadth and the relationships that are built into it; this is a key element of our integrated outreach strategy.
  - The metaphor is that we're expanding outreach in concentric circles from the Waterfront; as the project expands we broaden our audiences, but never lose the holistic nature of our approach.
- **Outreach Subcommittee Members & Co-Chairs:**
  - While under-represented communities are often missed, we should reaffirm the need for balance; it's important that we build partners and keep our natural allies engaged in order to be successful.

## **Update on Agreement with Parks Foundation for 2012 Waterfront Summer Event**

- **City Staff:**
  - One of the early Subcommittee activities was preparing for a summertime event to bring people to the Waterfront; we convened a large group of community leaders to brainstorm concepts.
  - Our initial target timeline was for summer 2011 but we realized that would be a stretch; we're now looking at an event in 2012.
  - Since the scope extends beyond what core City resources can fund, the Seattle Parks Foundation has agreed to help develop an event plan with theme, organization, lead times and resources.
  - A main initial element is strategic outreach to philanthropic and civic leaders in Seattle including small social events with the design team; the Foundation has agreed to coordinate these.
- **Outreach Subcommittee Members & Co-Chairs:**
  - What is our role in the moving the summer event plan forward? Will we re-convene the original brainstorm group? Are you coordinating with other Subcommittees on funding?
  - Do we have a clear picture of what will be going on with the design and seawall when this event takes place so we know what's on people's minds?
- **Parks Foundation Members:**
  - The scope will have a lot of bearing on the type of event plan that evolves; there is time to prepare but many are volunteering so it's important to keep those considerations in mind.
  - In our brainstorm we captured some great ideas so we probably won't need to reconvene that group; we're ready to start putting ideas down on paper and creating a plan.
  - We'll have someone from the Foundation start participating in the Outreach Subcommittee meetings and asking for input.
- **City Staff:**
  - It makes sense to talk about this at a deeper level in September when we'll review activities over the next year; we have also spoken with other Co-Chairs about philanthropy, as well.

## **Report on Waterfront Seattle & Elliott Bay Seawall Presence at Recent Summer Events**

### **Events**

- **City Staff:**
  - The seawall team has been attending fairs and festivals, conducting walking tours and briefings, implementing business surveys and assisting with media outreach; we are also getting ready for the draft environmental impact statement (EIS) and are continuing to expand awareness of the critical public safety need of the project.
  - The Waterfront team is broadening outreach, reaching out to community councils and attending more events, including recent participation in Dragon Fest, Art in Occidental Park, Seafair Fleet Week and the Olympic Sculpture Park market.
  - The public has shown varying degrees of understanding about the project and general support:
    - They love the design but are curious about how it will be funded.
    - The general reaction toward a local improvement district (LID) is that people who benefit should contribute.
    - Many are interested in the history, construction and size of the Elliott Bay Seawall Project.
    - Many want the new Waterfront now, which poses a challenge in keeping the excitement going.
    - Some have asked what will happen to the old seawall when the new wall is complete.
    - Some have expressed concerns about safety in public places.
    - There is some confusion about what's happening with the seawall and tunnel.
    - There are also more questions about the construction impacts and access.
    - Some say there should be even more opportunity for 1:1 dialogues, beyond big events.
  - Both teams are attending six more events in the near future, including Salmon Days, Allied Arts and the Olympic Sculpture Park market in September; the seawall team is also broadening outreach to folks who commute to the Waterfront (Issaquah, Vashon Island) and will continue to talk to anyone who asks.
  - The Waterfront team is painting a yellow graphic symbol on Pier 62-63 which will be visible from the market and viaduct; we're placing yellow Adirondack chairs with a website banner on the piers and will have mobile food trucks on the waterfront in September.
  - We're developing a brochure to talk about the project from the street level; overall we are thinking about the types of materials we need to revamp in order to broaden awareness.
- **Outreach Subcommittee Members & Co-Chairs:**
  - Perhaps the design team can review the materials presented, as well? You might also consider having someone at events who can translate or speak foreign languages.
- **City Staff:**
  - The City has a roster of people who can speak foreign languages as a first or second language; we can draw upon that for future events.

### **Report on Stakeholder Outreach**

- **Outreach Subcommittee Members & Co-Chairs:**
  - Are we paying enough attention to the potential negative feedback that might be coming through in the course of the project?
  - We have the opportunity to lay the groundwork and put political coalitions together to see the project through; perhaps it's time to start thinking about how to do that.

- **City Staff:**
  - We have a proactive strategy that involves working with key partners on a frequent basis and understanding their goals and projects.
  - We are paying attention to feedback and have tried to be aware of the public and private challenges; we are picking up the contours of those concerns.
  - As we move toward the fall there will also be transportation issues to address and a variety of opinions to navigate.

## **Financing**

- **Outreach Subcommittee Members & Co-Chairs:**
  - When is the seawall on the ballot? Is there a plan for future expenses? There is a lot of political activity right now and this issue does not appear to be addressed.
- **City Staff:**
  - We know we'll need funding by 2013 and we can expect this in a 2012 ballot measure; the Finance & Partnerships Subcommittee will meet next week and will be focused on funding sources.