



**MEETING NOTES  
CENTRAL WATERFRONT COMMITTEE  
OUTREACH SUBCOMMITTEE**

**MEETING #22 October 25<sup>th</sup>, 2013  
8:00 – 9:30 AM Room #1600, Seattle Municipal Tower**

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**Meeting Attendees**

*Subcommittee Members & Advisors*

- Ed Medeiros, Co-Chair
- David Frieboth, Co-Chair
- Todd Vogel
- Tony To
- Mahlon Clements

*City Staff & Consultants*

- Hannah McIntosh
  - Marshall Foster
  - Lauren Stensland
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**Program Update**

*Design, Environmental, Construction, Funding, Operations & Maintenance*

- **City Staff:**
  - There are several program milestones coming up in the next few weeks and months, including:
    - Design:
      - The Alaskan Way roadway and promenade 30 percent design is being delivered to the City on Oct. 31<sup>st</sup>;
      - We're summarizing scoping comments on the uplands to publish on the Waterfront Seattle website;
      - The draft Environmental Impact Statement (EIS) will respond to those comments next April;
      - We'll also begin scoping for the in-water portion before the end of 2013.
    - Operations & Maintenance (O&M):
      - The City has pulled together a Parks Legacy Committee;
      - The Committee will be making citywide O&M funding recommendations toward the end of the year;
      - As part of that, they're evaluating funding for the Waterfront of \$3.5 million per year;
      - There will then be a potential vote in August 2014.
    - Local Improvement District (LID):
      - For technical reasons the LID has been postponed, probably until mid-2014;
      - However, robust LID conversations with downtown property owners should begin first quarter 2014;
      - Uphill property owners have said they'd like to see the east-west connections strengthened;
      - We're early enough in the process to have that conversation, so that's a good place to be.

- Seawall:
  - We're making progress with permits, and construction is anticipated to start in a matter of weeks.

### **Discussion: Early 2014 Waterfront Program Civic Event Engagement**

- **Consultants:**
  - In early 2014 we're interested in putting on another big civic event to wrap-up and re-energize all of the moving pieces: the seawall construction, new design images, progress on development and maybe the LID.
- **City Staff:**
  - We haven't had a big civic party in a long time and want to celebrate construction—we'll have new images and video that will set the stage for the LID conversation and our thinking is to hold the event after the beginning of the year because of the seawall timing and required lead-time.
  - We also think of this as a partnership event that the City and Friends of Waterfront Seattle (Friends) will jointly put on—Friends will focus on cultural content and we'll focus on elements like schedule and design.
- **Outreach Subcommittee Co-Chair & Members:**
  - The new design elements are very exciting and definitely something to be shared—getting the word out about progress on the projects and the seawall is also key. Some event suggestions include:
    - Seawall & Schedule:
      - In presenting, it will help to know the seawall has started, is on its way, and how it's going to progress;
      - It's also important to have good outreach to the businesses that reporters interviewed previously;
      - Can we tout successes working with people on the Waterfront during the project?
    - Funding:
      - It's a very strong message that not all of the funding is coming from the public;
      - Can we show the pie chart noting that most of the funding is in, and the LID is a big piece of that?
    - Building & Maintaining Credibility:
      - The event is a celebration of the exciting things we're laying a foundation for, and our ability to deliver;
      - It's a way of building a base of credibility for our next ask, as well;
      - We'll also need to make people feel confident that projects will be on-time and on-budget.
    - Friends:
      - The event is also a good opportunity to bring Friends out, showcase their partnership with the CWC, show how they're supporting the project, build their credibility and queue up their work.

### **Discussion: Next Steps for Outreach Subcommittee**

- **City Staff:**
  - Coming into 2014, there will be discussion about defining roles, the transition with Friends and what that looks like in detail; the Executive Committee will also revisit the CWC work plan, likely by Subcommittee.

### **Relationship Between Friends of Waterfront Seattle & Central Waterfront Committee**

- **Outreach Subcommittee Co-Chair & Members:**
  - Some questions to consider in defining roles between Friends and the CWC include:
    - What's the vision for the relationship between Friends and the CWC?
    - What's the relationship between the Friends Outreach Subcommittee and CWC Outreach Subcommittee?
    - What are they doing, what are we doing and how do we coordinate?
    - What's the scope of their messaging and ours, and how does that interact?

- How are the City of Seattle and Friends working together?
    - Who's talking to who, and what decisions have been made about carrying things out?
    - If Friends is a membership organization, does it represent people?
    - Has Friends clearly defined how the broader public will is being reflected through their decision-making?
  - My impression is the movement has been towards a non-profit that might manage the Waterfront either alone, or in conjunction with other non-profit organizations, and Friends needs to have some credibility to reach the point where they are capable of being an organization that can manage.
  - It seems we also need to be very clear and mindful about what the relationship between an efficient mechanism and the broader public will is, which may focus us on what we're talking about.
  - The whole process is new in so many ways that everyone's learning and trying to figure out as we go along; since M. Walker and C. Royer chair both Friends and the CWC, hearing their sense of how things work together and how they'd like to see things move in the future would be helpful.
- **City Staff:**
    - Thus far, the City has carried public engagement—that's been well-managed and we've done a good job of having a broad tent and getting a lot of people into this project, which we don't want to see go away.
    - When talk gets going about transitioning, Friends would need to have the credibility to be able to hoist the big tent, and there's also a very important role in terms of advocacy.
    - Part of the reason for not yet knowing how we're going to work together is that Friends is a young organization—we coordinate on events now, but probably need to work on big picture clarity.
    - In the past several years we've talked to hundreds of people who'd like to be a member of such an organization, and an event in 2014 could be a huge galvanizing moment to bring people together in terms of advocating for things and creating an organization representing thousands of people.

#### Speakers Bureau

- **CWC Outreach Subcommittee Co-Chairs & Members:**
  - Our mission could be seen as convincing Seattle neighborhoods to care about the Waterfront: people are busy and love their neighborhoods, so we're trying to change the culture around coming downtown.
  - Perhaps we could bring together a group of spokespeople in the general community who go to Community Councils about the project? They could be trained and represent the community, rather than the City.
  - We could also have a fact sheet listing specific topics—if we're invited to speak, people are leaning forward to hear what we have to say, and that's a way to reach a lot of people in a short presentation.
  - Additionally, we could add those who are active in their neighborhoods to our mailing list to make sure they have updates—it could spark an idea or they may be looking for a speaker.

#### Schedule & Stewardship

- **Outreach Subcommittee Co-Chairs & Members:**
  - We've considered the concept of putting participation for some members on hiatus in order to make sure they feel there's something to show up for—however, we also want to make sure those members understand we do want to hear their thoughts about the bigger ideas.
- **City Staff:**
  - The Subcommittee could shift to an approach structured so people know how and when they can engage around specific topics; instead of being regularly scheduled, meetings could take place on an ad hoc basis:
    - Two major topics could be the February event and what happens afterwards, and coordination between Friends and the relationship to the City.

- As the Executive Committee lays out strategic priorities for next year, those might become anchors for a series of meetings.
- **Outreach Subcommittee Co-Chair & Members:**
  - We should have fence posts and milestones if we're redefining the working vision of this Subcommittee, and then ask who should be at the table. Additional milestones could be:
    - Helping the City and this whole process build credibility, and letting people know they've been heard through community meetings in which we're able to show specific things coming out of listening.
    - Working with others who have experience doing things differently and using new methods of outreach; as the CWC redefines what it's doing, it may impact what the outreach piece would be for that.
  - As we move toward more non-profit operational oversight and less city process involvement, naturally there's going to be a little tension over the roles—maybe that should also be our Subcommittee's role?
  - We should also be clear about what we're doing to be stewards of the broad outreach work—it's our responsibility to make sure everything stays in the process and gets carried forward from phase to phase.
  - The entire Subcommittee should also receive meeting reports and updates on outreach that's happening, especially if we're moving to an ad hoc situation.
  - Our next step could be inviting Friends to a meeting to get a better sense of what the thinking is on both sides so we can have coordination and understanding sooner rather than later.

**ACTION: City staff to develop thoughts on structuring 2014 schedule around ad hoc model & select topics.**