

APPENDIX

Engaging a Diverse Audience, Including Traditionally Under-Represented Communities

Approach to Outreach and Engagement to Diverse and Under-Represented Communities

The seawall and the waterfront will combine to create a “**Waterfront for All.**” This statement is the over-arching guiding principle for the projects. In addition, a shared outreach and engagement goal is to “embrace the diversity of perspectives and audiences by expanding our reach to include traditionally under-represented populations and building bridges between differing opinions.” While the projects will strive to reach all people in Seattle and the region with information and opportunities for engagement, involvement from groups that do not typically participate in city planning and design processes will be a key hallmark of success.

Defining Audiences

What do we mean by diversity? From among the audiences listed in “Audiences” of the Integrated Outreach and Engagement Plan, a more targeted group is assumed to be traditionally under-represented; this group may not know of the opportunity to participate in these projects or see few reasons why engaging with project staff would be mutually beneficial.

Outreach and engagement for Waterfront Seattle and the Elliott Bay Seawall Project should reflect the variety of perspectives, cultures, and backgrounds that make Seattle a vibrant place. Traditionally under-represented populations have more barriers to engagement—they may not see their role and purpose in the process, may not feel they are welcome at the table, or may not be aware of opportunities to participate due to language, literacy, or other considerations. Unless we engage these audiences directly and respectfully, the projects will not have a full understanding of the ways our efforts might impact (positively or negatively) Seattle residents.

The following groups will be the targets of our outreach to diverse and under-represented communities:

- Advocacy groups
- Homeless populations
- Low-income populations
- Low-literacy and/or illiterate populations
- Minority populations, including :
 - first generation immigrants and their children
 - minority business groups and leaders
 - minority religious organizations
 - minority social action advocacy groups
 - minority and ethnic media
- People with disabilities or limited mobility
- People with limited English proficiency
- Seniors
- Social service providers
- Tribal nations
- Youth and schools

Tools for Outreach and Engagement

What tools and techniques will reach diverse groups? Because some audiences do not respond to traditional outreach and engagement methods, specific techniques can assist in engaging them in the projects’ planning and design processes. Additionally, to ensure that the engagement is meaningful and the techniques successful, the projects must

have a clear sense of the key questions and considerations for each of the audiences. Across all of these audiences, the projects seek to understand the ways that diverse audiences will interact with the projects and use a new waterfront. Suggested techniques to answer these questions and to reach each of the target audiences are listed below. These tools and techniques are drawn from the list of outreach and engagement tools identified within the Integrated Outreach and Engagement Plan, supplemented with additional specialized methods (noted in color).

Audiences	Key Considerations and Questions <i>How will these groups interact with the projects and use a new waterfront?</i>	Public Outreach/ Communications <i>Actions to inform and also promote engagement/input</i>	Public Engagement/Input <i>Mechanisms for collecting public feedback</i>
Advocacy groups	<ul style="list-style-type: none"> • <i>How might these projects impact clients/members?</i> • <i>How will these projects help provide economic opportunities and why they should be supported?</i> 	<ul style="list-style-type: none"> • Targeted briefings to community groups and agencies • Secure time on the agenda of advocacy groups (Tabor 100, Northwest Minority Suppliers Development Council, Ethnic Chambers and United Tribes) • Physical presence/kiosk/posters in buildings where communities gather (churches, temples, community centers) 	<ul style="list-style-type: none"> • Stakeholder/public briefings • Roundtables/structured conversations • Telephone hotline
Homeless populations	<ul style="list-style-type: none"> • <i>How will a new waterfront affect you?</i> 	<ul style="list-style-type: none"> • Connect to outreach to social service providers • Posters at key locations 	<ul style="list-style-type: none"> • Stakeholder/public briefings • Intercept surveys/interviews at parks (available in other languages or with interpreters) • Work with the night watch program at St. James and other churches
Low-income populations	<ul style="list-style-type: none"> • <i>Translatable, relatable materials</i> 	<ul style="list-style-type: none"> • Connect to outreach to social service providers • Physical presence/kiosk/office in project area 	<ul style="list-style-type: none"> • Roundtables/structured conversations • Stakeholder/public briefings • Online questionnaire/survey
Low-literacy and/or illiterate populations	<ul style="list-style-type: none"> • <i>Translatable, relatable materials (graphical)</i> 	<ul style="list-style-type: none"> • Connect to outreach to social service providers • Picture-focused materials 	<ul style="list-style-type: none"> • Stakeholder/public briefings • Roundtables/structured conversations • Intercept surveys and interviews at parks (available in other languages or with interpreters as warranted)
Minority populations <ul style="list-style-type: none"> • First generation immigrants and their children • Minority business groups and leaders • Minority religious organizations • Minority social action advocacy groups • Minority media 	<ul style="list-style-type: none"> • <i>Translated, relatable materials</i> 	<ul style="list-style-type: none"> • Availability of print materials, translated as needed • Picture-focused materials • “Place-based” outreach for briefings, etc. 	<ul style="list-style-type: none"> • Roundtables/structured conversations • Intercept surveys/interviews at parks and commercial centers (available in other languages or with interpreters) • Stakeholder/public briefings • Targeted media outreach (e.g., ethnic newspapers, radio shows targeted to a minority audience) • Expand representation on CWC and Stakeholders Group

People with disabilities or limited mobility	<ul style="list-style-type: none"> • <i>Less able to attend in-person events.</i> • <i>What would make the new waterfront more usable for you?</i> 	<ul style="list-style-type: none"> • Connect to outreach to social service providers • Targeted briefings to community groups and agencies • Availability of online materials 	<ul style="list-style-type: none"> • Stakeholder/public briefings • Roundtables/structured conversations • Intercept surveys/interviews at parks (available in other languages or with interpreters) • Online questionnaire/survey • Events in accessible venues
People with limited English proficiency	<ul style="list-style-type: none"> • <i>Translated, relatable materials (graphical)</i> 	<ul style="list-style-type: none"> • Availability of print materials – translated as needed • Picture-focused materials 	<ul style="list-style-type: none"> • Roundtables/structured conversations • Intercept surveys/interviews at parks (available in other languages or with interpreters) • Targeted media outreach (e.g., ethnic newspapers, radio shows targeted to a non-English speaking audience)
Seniors	<ul style="list-style-type: none"> • <i>Population may be less mobile and prefer daytime meeting opportunities</i> • <i>Seniors may have historical knowledge of the waterfront that could be an asset to the project teams</i> 	<ul style="list-style-type: none"> • Availability of print materials for those who do not use online engagement methods 	<ul style="list-style-type: none"> • Roundtables/structured conversations • Stakeholder/public briefings • Potential oral history project • Telephone hotline
Social service providers	<ul style="list-style-type: none"> • <i>How might these projects impact clients/members?</i> • <i>How will these projects affect your operations?</i> 	<ul style="list-style-type: none"> • Targeted briefings to community groups and agencies • Physical presence/kiosk/office in project area 	<ul style="list-style-type: none"> • Stakeholder/public briefings • Roundtables/structured conversations • Telephone hotline
Tribal nations	<ul style="list-style-type: none"> • <i>Government-to-government interactions by city staff</i> 	<ul style="list-style-type: none"> • General project updates at appropriate milestones 	<ul style="list-style-type: none"> • Stakeholder briefings or roundtables (government to government, technical assistance programs coordination)
Youth/schools	<ul style="list-style-type: none"> • <i>Opportunity to convey information to parents as well</i> 	<ul style="list-style-type: none"> • Social media updates • Multi-media web site(s) and online exploration tools 	<ul style="list-style-type: none"> • Intercept surveys/interviews at activity centers for youth (Pike/Pine Corridor, Alki Beach) • Project tours • Online questionnaire/survey • Social media-posed questions

In addition to these specific techniques, the project team will place a renewed emphasis on translating design drawings into uses, so people without a design background or who have not been following the project closely can start to visualize what they could **do** on the new waterfront.

Schedule

When should we employ these different techniques? Building on the At-a-Glance Strategy of the Integrated Outreach and Engagement Plan, certain techniques will be appropriate at different project stages to reach specific audiences. Focusing on the next phase of design through 2013, when the Elliott Bay Seawall Project begins construction and Waterfront Seattle begins final design, we anticipate employing the following techniques to inform diverse audiences and gather their input on the projects. Note that most techniques listed above will be used constantly throughout this period, only those to be employed at strategic points are included in this schedule.

Q3 2011	Q4 2011	2012
<ul style="list-style-type: none"> • Begin and end intercept surveys and interviews at activity centers for youth (Pike/Pine Corridor, Alki Beach, and others) • Begin roundtables/structured conversations • Begin targeted briefings to community groups and agencies • Begin targeted media outreach to ethnic media 	<ul style="list-style-type: none"> • Begin “place-based” outreach to traditionally under-represented populations • Complete roundtables/structured conversations 	<ul style="list-style-type: none"> • Begin major public events/celebrations on the waterfront • Begin physical presence/kiosk/office in project area • Begin stakeholder/public briefings

Other Important Considerations

In addition to simply practicing inclusive outreach and engagement, the City of Seattle is required by law to do so. The policies outlined below specifically apply to the defined project area of a program or project.

These regulations are based upon the following principles:

- Ensure the full and fair participation by all potentially affected communities in the decision-making process.
- Avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income populations.
- Prevent the denial of, reduction, or significant delay in the receipt of benefits by minority and low-income populations.
- Increase contracting with, and purchasing from, women and minority-owned businesses.

The upcoming Elliott Bay Seawall Project Federal (NEPA) Draft EIS requires that all communities—those “in the know” and those traditionally under-represented—are invited to participate in meaningful ways. This outreach is often called “environmental justice.” Policies and guidance regarding outreach to minority, low-income, and limited-English speaking populations have evolved over the past decade as federal, state, and local planning agencies have moved to address emerging environmental justice issues.

Five key federal-level policies and guidance in place help to direct environmental justice outreach planning include the following: 1) Title VI of the Civil Rights Act of 1964; 2) Americans with Disabilities Act of 1990; 3) Executive Order 12898 of 1994 (environmental justice for minority and low-income populations); 4) Executive Order 13166 of 2000 (access to services for persons with limited English proficiency); and 5) Department of Justice policy guidance on translations. According to these policies and guidance, federally-funded programs, policies, or activities that may have disproportionate environmental or human health effects on the populations identified are required to plan for alleviating these potential impacts.

Additionally, the City of Seattle has provided guidance on inclusive outreach:

- **Executive Order 01-07** affirms the aspiration of the City of Seattle to provide equal access to City services to all Seattle residents, including those with limited proficiency in English. This order offers guidance to provide interpreters at events and translate relevant documents for projects where 5% or more of residents in that area represent a language group based upon latest census data.
- **Executive Order 05-08** calls for inclusive outreach and public engagement by City departments in a manner that reflects the racial and cultural diversity of Seattle.
- **Executive Order 2010-05** requires departments to increase contracting with, and purchasing from, women and minority-owned businesses (WMBEs) by expanding outreach efforts, creating new opportunities, and establishing direct accountability.

These policies serve as guidance to the project teams to conduct outreach; it is the intent of the Elliott Bay Seawall Project and Waterfront Seattle to meet and exceed these expectations in the course of projects on the waterfront.