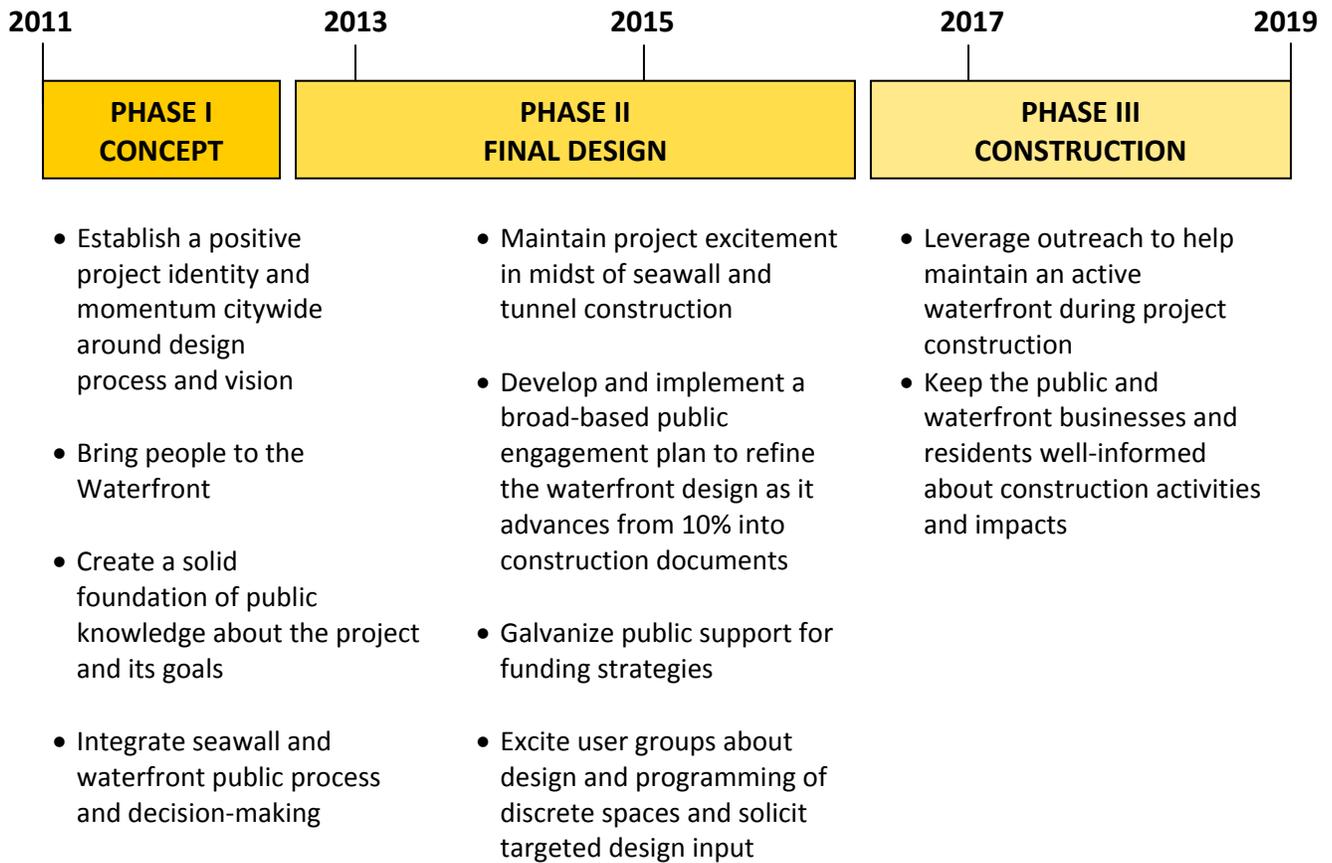
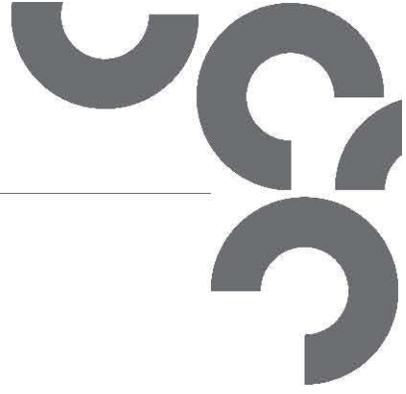


**WATERFRONT SEATTLE  
PUBLIC ENGAGEMENT STRATEGY AND SCHEDULE**  
*REVISED AUGUST 23, 2011*

Because of the long-term nature of the Waterfront Seattle Project, public outreach and engagement will need to be carefully paced over time. A multi-year synopsis of the goals appropriate to each stage of the project is outlined below. Detailed strategies included in Phase I, Concept Design, begins on page two.

**GOALS FOR MULTI-YEAR OUTREACH**





## PHASE I (CONCEPT DESIGN) STRATEGIES TIMELINE

### DECEMBER 2010 – MAY 2011

#### Objectives:

- Redefine the project identity: a civic transformation as much as a public works project.
- Generate excitement and awareness about the project among key audiences and the general public.
- Align Central Waterfront and Seawall public outreach processes.
- Build partnerships with civic and community leaders, key organizations and businesses.

#### Tasks:

- Develop public engagement plan.
- Launch project website that projects identity, establishes social media networks and drives future content.
- Conduct media briefings.
- Develop and implement public input survey.
- Hold two public workshops that draw a citywide audience to the waterfront, building on momentum from September 15 Benaroya event.
  - Workshop 1 in February: show strong understanding of existing setting, public use and waterfront as it is today.
  - Workshop 2 in May: summarize main themes from earlier workshop, present compelling high-level initial design concepts based on earlier analysis and input; solicit constructive feedback.
- Plan summer events.
- On-going social media updates.
- Coordinate with Seawall on public engagement around alternative development and environmental process.

#### Outcomes and Evaluation Measures:

- Broadened public awareness (attendees at events, web hits, FB friends, etc).
- Broad-based enthusiasm for project (extent and tone of initial media coverage).
- Strong public input on “What makes a Great Waterfront” (summary of public input).
- General support for initial design concepts (public comments on May event).

### JUNE – AUGUST 2011

#### Objectives:

- Reconnect people to the waterfront through a “Waterfront Celebration” and other on-site events; link the design process to arts and cultural activities.
- Take advantage of good weather to engage the public in a more hands-on discussion of design options and programming.
- Expand partnerships and public engagement as design direction solidifies.



Tasks:

- Hold a large event at the waterfront to draw diverse audiences from all over the region; integrate design discussions with arts and cultural activities.
- Set up various speaking opportunities at regional high profile business and community events to present plan ideas and gain support.
- Provide various ongoing opportunities for public engagement and feedback.
- Expand engagement with arts community; consider a possible “early win” involving temporary public art to attract interest and create enthusiasm.
- Implement targeted media briefings to present the draft plan and secure national and local stories.
- Conduct broad public outreach to communities across the city to provide opportunities to review and share input on initial design direction.
- Create a presence at various neighborhood festivals, farmer’s markets, block parties, etc.
- Brief city council members and various city committees and commissions.
- On-going social media outreach to support all strategies.
- On-going stakeholder and committee meetings to advance agendas.
- On-going updates and additions to website.

Outcomes and Evaluation Measures:

- Strong Framework Plan and Concept Design – aligned with Guiding Principles and public input (guiding principles and public input summary).
- Broad public participation waterfront events (public participating in summer events; extent and tone of media coverage).

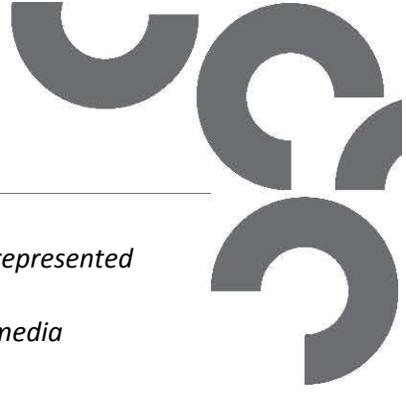
**SEPTEMBER – OCTOBER 2011**

Objectives:

- Review initial design direction with elected officials, civic and community leaders and other key audiences.
- Build partnerships as part of design development.
- *Draw people to the waterfront and create excitement for the October 27 event.*

Tasks:

- Public workshop on October 27; present “what we heard” and second iteration of concept design/framework plan, public art concepts; summarize direction going forward.
- *Outdoor event on October 29 or 30 geared toward kids and family.*
- *Coordinate variety of activities at Pier 62/63 that build on the painting; complete time-lapse video.*
- *Weekly website updates.*
- *Launch “what’s happening at Pier 62/63?” social media campaign; Facebook and Twitter updates 2-3 times per week.*
- *Media outreach, including editorial boards, one-on-one briefings with reporters and assignment editors, and radio and TV stories about the waterfront/seawall.*
- *Begin to coordinate with a Seattle community to create a painted intersection.*



- *Begin to schedule briefings with community councils/organizations, and underrepresented communities; briefings with civic leaders and key organizations.*
- *Partner with organizations on October event notification and specialty/ethnic media opportunities.*
- *Summer 2012 waterfront event planning in partnership with Parks Foundation.*

Outcomes and Evaluation Measures:

- *Broad media and civic discussion/support for the design (public response to workshops; extent and tone of media coverage).*
- *Increased activity at Pier 62/63, and on Facebook and website.*  
*Begin outreach to underrepresented communities (ongoing).*

**NOVEMBER 2011 – FEBRUARY 2012**

Objectives:

- Review initial design direction with elected officials, civic and community leaders and other key audiences.
- Build Partnerships as part of design development.

Tasks:

- Public workshop in February; present “what we heard”, third iteration of concept design/framework plan; summarize direction going forward.
- Encourage editorials / blog feedback on design direction.
- Present public input and design direction to Mayor, City Council and Public Agencies.
- *Briefings with community councils/organizations, and underrepresented communities; briefings with civic leaders and present design direction to key organizations.*
- *Regular website updates, weekly as we approach milestones; Facebook and Twitter updates 2-3 times per week.*
- *Implement design discussions, round-table discussions, outreach to underrepresented communities (ongoing).*
- *Summer 2012 waterfront event planning in partnership with Parks Foundation.*

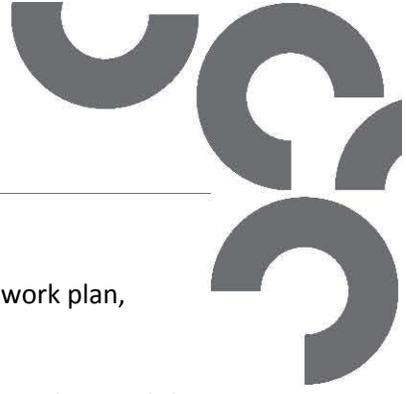
Outcomes and Evaluation Measures:

- *Agreement on design direction from the public, elected officials and civic leaders; potential resolution affirming basic design direction (response of Mayor and Council to briefings; success of resolution).*

**MARCH – JUNE 2012**

Objectives:

- Finalize the design and communicate the design vision to a broad array of constituencies and stakeholders.
- Public input complete on Framework Plan and Concept Design, final revisions made.



Tasks:

- Public workshop in June; present “what we heard”, final concept design/framework plan, phasing plan and financing plan; summarize direction going forward.
- Support design team as they prepare final framework and conceptual plan.
- Set up presentations to various neighborhood/community groups in downtown and around the Puget Sound region to present plan and gain feedback.
- Model of waterfront design built and shared at various events.
- Schedule speaking opportunities to share final framework plan.
- City Council public hearings.
- *Regular website updates, weekly as we approach milestones; Facebook and Twitter updates 2-3 times per week.*
- *Implement community painted intersection (Tentative).*
- *Implement design discussions, round-table discussions, outreach to underrepresented communities (ongoing).*
- *Summer 2010 waterfront event planning in partnership with Parks Foundation.*

Outcomes and Evaluation Measures:

- Broad support for specific design (public input at workshops; extent and tone of media coverage).
- Public awareness and support for implementation strategy and timeline (public input at workshops; extent and tone of media coverage).
- Early projects identified and underway (public and electeds support early projects; groups organizing to implement).