3. PUBLIC ENGAGEMENT AND PROGRAM DEVELOPMENT

At the core of Waterfront Seattle, is perhaps its most critical guiding principle – creating a Waterfront for All. Toward this mission, an innovative new level of civic outreach engagement has happened in tandem with waterfront planning and design. From community-based “pop-up” activities that draw new attention to the waterfront, to interactive workshops that let the community guide the conversation, Seattle’s voice has been and will continue to be infused into the future waterfront. Not only has public input directly influenced the evolution of the conceptual design, but outreach efforts have reinvigorated community interest in our waterfront as a place to relax, play and experience the city.

Outreach highlights during conceptual design include:

- Small events to bring people to the waterfront including temporary art installations, new yellow chairs on the public piers, theatrical performances, and photo booths.
- Connecting new audiences via social media and other web-based activities.
- Partnerships with more than 60 local and community organizations.
- Outreach to traditionally underrepresented populations, including an Oral History project to engage senior citizens.
- Four large-scale public meetings with approximately 1,000 attendees each, in February, May and October of 2011, and July 2012.
- Five community forums in the winter of 2012, with more than 750 total attendees, on topics including mobility and access, habitat, the culture and uniqueness of Seattle.
- Educational and input-gathering briefings to a variety of groups throughout the city.

Summer 2012 and beyond will continue to draw new audiences to the waterfront, engage the broader community and build partnerships with community organizations and leaders to maximize engagement in this incredible opportunity for our city.
**SOLICITING AND GATHERING INPUT**

- Communication via Social Media
- Collecting public ideas and feedback

**MOBILIZING INTEREST**

- Interactive Exhibit at Public Events
- Yellow Chairs at Pier 62/63
- Interactive Exhibit at Public Events
PUBLIC ENGAGEMENT AND PROGRAM DEVELOPMENT

PUBLIC SPACE PROGRAM

An extensive public engagement initiative coupled with a detailed site analysis informed the development of a rich and diverse program for public spaces along the waterfront. Existing destinations and areas of interest were identified and synergies between them were evaluated. At the same time, opportunities for expanding the linear waterfront promenade, both horizontally and vertically, were considered for adding generous civic and gathering spaces with elevated views of Elliott Bay.

Continuous and Event-Based Program

The waterfront program includes ‘continuous’ and ‘event-based’ activities. Strolling, jogging, biking, driving, and parking are supported along the entire length of the waterfront, whereas event-based programs will happen in strategic locations to maximize synergies with existing destinations. Diverse yet open-ended, activities and events have the capacity to change and adapt over time to reflect the needs and desires of all visitors to the waterfront. The waterfront program inspires and informs the design and will continue to evolve over the life of the project.
ACTIVITIES AND EVENT PROGRAM

RAILROAD WAY + STADIUM PLAZA
Eating Street Festival Game Day

PIioneer SQUARE
Sitting Jogging Fishing Boating Sunning Touching the Water

Colman Dock TRANSIT
Ferrying Commuting Touring Shopping Viewing Exhbiting

Historic PIER WALK
Eating Dining Shopping Strolling Boating Touching the Water

UNION ST. PIER + AQUARIUM PLAZA
Festival Concert Eating Event Water Fountain Display

PIER 62/63
Rollerskating Sunning Concerts Ice Skating Swimming Events Market Views to the Bay

OVERLOOK WALK
Views to the Bay Children’s Play Climbing Sliding Events Shopping Market

BELLTOWN BLUFF
Views to the Bay Community Events Urban Agriculture