



Draft for Public Review

ONE SEATTLE PLAN

COMPREHENSIVE PLAN UPDATE

PUBLIC ENGAGEMENT SUMMARY

MARCH 2024



Seattle
Office of Planning &
Community Development

Introduction

The One Seattle Comprehensive Plan (Plan) Update will guide how Seattle grows in housing and jobs and invests in communities over the next 20 years. It is our vision for how Seattle can become a more equitable, resilient, affordable, and sustainable city. Broad and deep engagement with those who live, work, learn, and play in Seattle has been essential in shaping a Plan that accurately reflects this vision and addresses the needs of our diverse communities.

This report summarizes our engagement process over the past two years. It includes our goals and an overview of our engagement methods, as well as partnerships that grounded this work in community voice. It provides links to documentation of what we have heard to date, and next steps in our public engagement.

We invited all Seattle residents to participate in this process. Our engagement work sought to uplift the voices of communities that have been disproportionately impacted by the challenges this Plan seeks to address—racial and social inequities, high housing costs, displacement, climate impacts, environmental injustice—and to use this input to inform the policies which will meet both current and future community needs. We strove to implement engagement models and provide feedback opportunities that are accessible and transparent, and to “meet people where they are” rather than asking them to come to the City to provide their input. What we heard from this engagement process has helped us to understand the values, hopes, concerns, and perspectives of Seattle residents and stakeholders. This input has shaped the content of the Draft One Seattle Plan.

Our Goals

The One Seattle Plan [Public Participation Plan](#) (Updated October 2023), articulates our overarching goals for this work:

Engage all residents and stakeholders in a dialogue about the future of Seattle

Provide additional opportunities for communities that have been historically underrepresented in the City's planning and engagement processes, especially Black, Indigenous, and People of Color (BIPOC) communities

Create opportunities for interaction and co-creation with community and stakeholders

Provide transparency about how public input was considered and incorporated into the planning process

Build upon existing community relationships and coordinate outreach with key partners

Adapt to the need for and opportunities presented by a hybrid model of in-person and virtual outreach strategies to reach more people and lower barriers to engagement

To accomplish these goals, beginning with the project launch in spring 2022, we:

Partnered with community-based organizations and Department of Neighborhoods (DON) Community Liaisons

Utilized online tools that lowered barriers to engagement, allowed us to reach more people than in-person engagement alone, and addressed lingering public health concerns from the global pandemic. Online engagement approaches included:

- Launching the [Engagement Hub](#) & OPCD Comprehensive Plan Update [website](#)
- Using social media to provide educational materials & promote engagement opportunities
- Soliciting feedback through a citywide public survey
- Leveraging online & print media coverage to boost awareness and discussion about the Plan

Conducted citywide public outreach with a variety of engagement opportunities:

- Presentations to Boards and Commissions who informed key issue areas and Plan elements related to their specific areas of expertise
- Outreach to community-based and issue-oriented stakeholder organizations
- A series of large-format, in-person community meetings in neighborhoods across Seattle
- Virtual public meetings, information sessions, and workshops
- Online surveys and public comment tools
- Pop-up engagement at community gatherings
- Working with our Community Liaison cohort to host virtual and in-person stakeholder focus groups
- Partnering with community-based organization (CBO) partners to support their tailored engagement with historically underrepresented communities in activities ranging from youth and elder field trips and community mapping exercises to community celebrations and surveying

Our Approach to Engagement

Between spring 2022 and summer 2023, we received over twenty thousand individual comments. Community input has shaped the scope and content of the Draft Plan, supporting analysis, including a Draft Environmental Impact Statement (DEIS), and early work on implementation. To bolster the transparency and accountability of this process, we periodically made available via our [Engagement Hub](#) and the Plan website report outs of public input in both summary form and as raw comment data. These engagement inputs can be accessed on the [“Your Feedback: What We Heard”](#) section of the Engagement Hub.

Collaboration

OPCD collaborated closely with other City departments to coordinate engagement opportunities and to share community feedback. This interdepartmental coordination:

- Allowed OPCD staff access to community input collected by other departments on topics addressed by the Plan
- Helped build a community-informed foundation for the multiple departments who will be implementing the Plan’s goals and policies
- Reduced duplicative City engagement within the same communities by different departments

Interdepartmental Coordination

Examples of interdepartmental engagement coordination include:

- Working with the Department of Neighborhoods (DON) to assemble and launch a cohort of Comprehensive Plan Community Liaisons to increase awareness and participation in the engagement process by a diverse range of cultural communities
- Partnering with the Human Services Department’s Free Lunch program to offer onsite engagement opportunities to low-income participants paired with a City service
- Joint events with staff from the Office of Sustainability & Environment (OSE), Seattle City Light (SCL), the Department of Parks & Recreation (SPR), and the Seattle Department of Transportation (SDOT) through coordination with outreach for the Seattle Transportation Plan

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Community Partnerships

Community-Based Organizations (CBOs)

OPCD contracted with seven BIPOC-led and serving CBOs to engage the communities they serve around the Plan. Each organization created and carried out a customized engagement plan that the CBOs themselves developed that prioritized the perspectives, needs, and visions of their communities.

In this model, we advanced a compensation approach for engaging with historically marginalized communities, paying our partners for their time and expertise in facilitating and participating in the Plan engagement process. This approach was independently affirmed by the CBOs themselves, who each developed budget proposals that set aside a significant portion of their own budget for compensation offered to participants.

Each group developed a report that summarized their engagement process, what they heard, and resulting policy recommendations for the Plan. These recommendations have informed and shaped the draft Plan and continue to be a resource as we develop a final Plan in 2024. The final report and recommendations from each CBO have been made available to other City departments and to the public.

OPCD partnered with the following CBOs working in the following communities:

[Asian Pacific American Labor Alliance \(APALA\)](#): Beacon Hill, Downtown Seattle, Capitol Hill, First Hill, South Seattle, Central District, Ballard, Northgate, Greenlake, University District, Skyway, and the Greater Seattle Area

[Capitol Hill Eco District](#): Capitol Hill, Central District, First Hill

[Duwamish Valley Sustainability Association/Duwamish Valley Youth Vision Project](#): South Park, Georgetown

[Estelita's Library](#): Central District, Beacon Hill

[Khmer Community of Seattle/King County/ Noio Pathways/ KIMYUNITY](#): Southeast Seattle, White Center, Highland Park

[Wa Na Wari/ CACE 21](#): Central District

[sləp̓iləbəx^w \(Rising Tides\) Indigenous Planning Group](#): Coast Salish area

Links to these CBO final reports and recommendations can be found on the [One Seattle Plan Engagement Hub](#).

Community Liaisons

In partnership with DON, OPCD contracted with a cohort of 10 Community Liaisons to develop and carry out engagement that helped to amplify the voices of key underrepresented communities across Seattle. OPCD's Community Liaison cohort is collectively conversant in Somali, Amharic, Oromo, Vietnamese, Chinese (Mandarin), Cham, and Spanish, and has worked to engage with populations speaking these languages as well as with African American, Indigenous, Latinx, Seniors, People with Disabilities, and

Unhoused populations across Seattle. By using their deep connections with those who have been historically underrepresented in past planning processes, Community Liaisons have been successful in:

- Enhancing participation in key engagement opportunities such as our initial survey and EIS Scoping
- Broadening access to tools like our Engagement Hub among non-English-speaking populations and those with less technical literacy, reducing barriers and increasing participation on this virtual platform
- Facilitating a series of in-person and virtual community conversations
- Providing translation and interpretation support at in-person engagement events such as the One Seattle Plan Community Meeting Series

City Advisory Boards and Commissions

Seattle's boards and commissions have played an important role in elevating community voices to guide City policy and programs across multiple issue areas. Presentations and opportunities for discussion and feedback from board members and commissioners connected a broad range of community stakeholders to the Plan. All board and commission meetings were open to the public.

Equitable Development Initiative Advisory Board

OPCD has worked with the Equitable Development Initiative (EDI) Advisory Board, meeting periodically to obtain feedback on key elements of the Plan including our Racial Equity Toolkit (RET) process, targeted outreach to BIPOC stakeholders, incorporation of equity-focused engagement strategies, and issues to be addressed in Comprehensive Plan policies and implementation actions.

sləp̓iləbəx^w (Rising Tides) Indigenous Planning Group

OPCD staff partnered with the sləp̓iləbəx^w (Rising Tides) Indigenous Planning Group to receive guidance on how engagement can be specifically tailored and accessible to Indigenous communities. This group, which includes Indigenous planners, architects, Lushootseed language experts, and educators, has allowed us to connect with Indigenous organizers, leaders, and residents. Through holistic, culturally relevant engagement methods recommended by this group, we heard critical engagement feedback that recognizes that Native erasure has occurred within previous and ongoing City projects and that signals the importance of centering Indigenous knowledge and planning practices in both our engagement and planning processes. Building the City's relationship with the Indigenous community is an iterative process that has evolved over the course of the Plan update process.

Seattle Planning Commission

The Seattle Planning Commission (SPC) comprises volunteer members appointed by the Mayor and City Council. The SPC focuses on issues that shape Seattle including land use, transportation, housing, and environmental policy. Commission members, who consider themselves "stewards of the Comprehensive Plan," have a special role in OPCD's engagement for the Plan. OPCD provided regular briefings for the Commission on the Plan and has used its input to shape both the policy recommendations and engagement process for the Plan.

Other Boards and Commissions

OPCD identified boards and commissions whose work intersected with the Plan and offered briefings and opportunities to comment during the first three phases of engagement. To date, we have met with:

Community Involvement Commission
Green New Deal Oversight Board
Mayor's Council on African American Elders
Human Rights Commission
Seattle Arts Commission
Seattle Bicycle Advisory Board
Seattle Disability Commission
Seattle Freight Advisory Board
Seattle Immigrant and Refugee Commission
Seattle-King County Advisory Council for Aging & Disability
Seattle LGBTQ Commission
Board of Parks and Recreation Commission
Seattle Pedestrian Advisory Board
Seattle Planning Commission
Seattle Renters' Commission
Seattle School Traffic Safety Commission
Seattle Transit Advisory Board
Seattle Women's Commission
Seattle Youth Commission
Urban Forestry Commission

Online Engagement

One Seattle Plan Website

www.seattle.gov/opcd/one-seattle-plan

OPCD hosts a City [website](#) for the Plan, which serves multiple functions as a tool for engagement. The project website:

Serves as a clearinghouse for public information about the engagement and planning process, and as a portal for the public to access documents and updates in the planning and EIS process.

Features recordings of environmental review presentations, presentations to Council, our Plan Issue Briefs, Comprehensive Plan 101 and Centering Equity in the Comprehensive Plan presentations, and the One Seattle Plan Public Participation Plan.

Catalogues technical reports and background documents, including technical analysis and scoping comments from the Plan's Environmental Impact Statement process.

OPCD's Plan website has been viewed over 70,000 times.

Social Media, Mailing List & Email Communication

Facebook: www.facebook.com/SeattleOPCD

Twitter: www.twitter.com/SeattleOPCD

Instagram: www.instagram.com/seattleopcd

One Seattle Plan Mailing List: Click [here](#) to sign up for the Plan's mailing list

OPCD amplified our engagement efforts through social media and email communication. Community members accessed the Plan website and Engagement Hub through multiple outlets such as the Daily Plan It Blog, Twitter, Facebook, and Instagram. Social media posts provided up-to-date information about the Plan, future engagement opportunities, community feedback report-outs, and more. We also posted videos on YouTube to show recordings of virtual meetings, information about the EIS, our racial equity work, and highlighting community partners.

We used the Engagement Hub, newsletters, and email to notify the public about key project updates and provide information about upcoming engagement events. We also used the Plan's project email to field questions and requests for updates, and to establish and build ongoing communication with residents and stakeholder groups.

[One Seattle Plan Engagement Hub](#)

In March 2022, OPCD launched its dedicated online engagement platform for the Plan, the [Engagement Hub](#). This platform was designed to lower barriers to engagement by making information about the Plan and engagement process easily accessible and digestible, and by providing a variety of online opportunities to provide feedback on the Plan. It was also intended to provide a richer interactive way for members of the public to remain engaged in the planning process while restrictions and public health concerns related to the COVID-19 pandemic continued.

The Engagement Hub can be accessed anytime, and anywhere using a mobile device, and meets people where they are rather than asking them to come to City Hall or another location of a City outreach event to provide their input. To further boost accessibility, particularly among non-English speaking populations, OPCD has ensured that the entire Engagement Hub, including report-outs and educational materials, are available in all seven of Seattle's Tier 1 languages. Finally, the Engagement Hub is

interactive, allowing the public to comment and enter discussions about the topics and engagement materials that it showcases.

To date, the Engagement Hub has garnered **over 134,000 page views**. Of these, **71% of users** accessed the platform via a **mobile device**.

OPCD has received thousands of comments relating to the Plan, including **10,808 feedback comments** stored and available on the Engagement Hub. These represent comments received at OPCD engagement events, online surveys, and during EIS Scoping. **Over 2,000 individuals** registered on the Engagement Hub to provide comment and receive updates about the project, including periodic report-outs about what we were hearing through the engagement process.

Environmental Impact Statement (EIS) Scoping

As required under the State Environmental Policy Act, the City is conducting an Environmental Impact Statement (EIS) as part of the Comprehensive Plan update. Engagement for the EIS process runs parallel to but is separate from the larger body of engagement work around the Plan itself.

In 2022, engagement for the EIS encouraged the public to provide feedback on what plan alternatives and impacts we should study in the EIS—a period called Scoping. Based on that feedback, detailed in an EIS Scoping Report available on the [DEIS StoryMap website](#), we studied the potential impacts of each growth strategy alternatives. The results of this study, the Draft Environmental Statement (DEIS), was released concurrent with the draft Plan.

The DEIS is available on the [DEIS StoryMap website](#), where the public can read more about the Plan's EIS process and provide comment on the DEIS via a comment form. DEIS comments must be submitted during the 60-day DEIS comment period.

In-Person Outreach: Meeting People Where They Are

As pandemic restrictions lifted, we were able to host in-person engagement events and to partner with existing community events to increase awareness and collect community feedback about the Plan. We maximized our ability to identify and amplify historically underrepresented populations by bringing engagement opportunities into communities where they can be most easily accessed.

One Seattle Plan Community Meeting Series

Beginning in November 2022, OPCD hosted a series of in-person community meetings at five locations across Seattle, as well as one online citywide meeting. These meetings were a chance for community members to obtain more information and to talk to their neighbors and City staff about the Plan, with a focus on two themes: housing affordability and complete communities.

Meetings were held at the following locations:

- Monday, November 14, 2022: **New Holly Gathering Hall**
- Thursday, December 1, 2022: **Langston Hughes Performing Arts Institute**
- Thursday, December 8, 2022: **South Seattle College, Brockey Center**
- Monday, December 12, 2022: **Loyal Heights Community Center**
- Tuesday, January 10, 2023: **Meadowbrook Community Center**
- Monday, January 30, 2023: **Online Citywide Meeting**

Meeting participants had the opportunity to converse with and provide feedback directly to City staff and via written comments at poster stations. There were also opportunities to provide input in the form of small group listening circles, with OPCD staff acting as discussion facilitators and live notetakers. We modeled the listening circles technique on guidance we received from the Indigenous Planning Group and other indigenous stakeholders.

Listening circle at Othello Tiny House Village

In the spring of 2022, our Community Liaison to the Unhoused partnered with the Low-Income Housing Institute to gather feedback from recently unhoused individuals on their housing, transportation, and economic security needs.

Engagement at the Human Services Department's Free Lunch Program

In the summer of 2022, OPCD collaborated with the City's Human Services Department (HSD) to offer engagement materials and staffing assistance for the Free Lunch Program. This helped to engage with low-income youth and families who participated in the program, which served over 40 locations in Seattle and provided 800 daily meals in areas with high rates of qualification for Free and Reduced Lunch.

Pop-up Engagement at high-traffic community events

In the early fall of 2022, OPCD engagement staff attended key community events in priority neighborhoods. We shared information about the Plan and gathered feedback via activities and conversation. Events included the Othello International Festival, a booth at the Seattle Design Festival, multiple pop-ups at the Lake City Farmers Market, and the Rainier Back2School Bash.

We also coordinated with Seattle Department of Transportation to make both One Seattle Plan and Seattle Transportation Plan (STP) information and commenting opportunities available at 130+ community events across the city.

What We Heard: Grounding Engagement in Community

As we listened to community-identified needs and visions for the Plan, we created a series of feedback loops with community in which we periodically shared out both the raw data and summaries of what we heard. This was intended to increase the accessibility of the engagement data—comments, recommendations, and stories—we received over the course of Plan engagement, and helped to ground what we were hearing with the communities that provided it.

Over the course of the past year and a half, we received thousands of public feedback comments from community members across Seattle. The following links provide access to summary and detailed information on the community and stakeholder feedback we've received to date:

[Phase 1 Survey Report](#)

[Phase 1 Engagement Report](#)

[Comments on EIS Scoping](#)

[EIS Scoping Report \(Comment Summary\)](#)

[One Seattle Plan Community Meeting Series \(Comments\)](#)

[One Seattle Plan Community Meeting Series \(Report\)](#)

[CBO Reports & Policy Recommendations](#) (access full reports via OPCD's [Engagement Hub](#))

Looking Ahead: Next Steps for Engagement

Following release of the Draft One Seattle Plan, OPCD will launch another phase of more intensive online and in-person engagement. The public will have an opportunity to review and react to the Draft Plan and supporting documents, and OPCD will use that input to consider what subsequent revisions need to be made as we develop a final Plan for release later in 2024.

As we do this work, OPCD intends to carry forward and build on key practices used in previous phases, including:

Returning to each CBO partner to discuss how their recommendations have been used to shape the Plan, and to identify how the Final Plan and its implementation can best realize each group's recommendations

Continuing to apply the framework and goals of the Racial Equity Toolkit (RET) to both our current and ongoing integration of engagement feedback into the Plan

Centering racial equity in the engagement process

Providing innovative online access to the Plan with tools that highlight how the draft relates to input to date, how key themes intersect across Plan elements, and a more user-friendly way to provide comment directly on the Engagement Hub

How to Get Involved

We are actively seeking feedback from the public. The most important way to stay involved now is to provide your input on the Plan.

Comment on the Draft Plan

The Draft Plan is available on our Engagement Hub website, where community members can both view the document and provide comment in one place directly within the Draft Plan document itself.

Feedback can also be sent to OneSeattleCompPlan@seattle.gov. Comment opportunities will also be available at open houses in each of 7 in-person locations and one online event.

Comment on the Draft Environmental Impact Statement (DEIS)

There is also an opportunity to comment on the Plan's DEIS, which is a technical analysis of the potential impacts of several different alternative growth strategy concepts.

The DEIS comment period runs parallel to the draft Plan commenting period. There will be a 60-day formal comment period in which we will be accepting comments on the DEIS. Comments will be accepted via email at CompPlan_EIS@seattle.gov or via a comment form that can be found on the [DEIS storymap](#) online. Finally, comments can be provided at two in-person public hearings.

Join the Conversation & Stay Involved

In the coming weeks, OPCD will be hosting online and in-person opportunities for the public to learn about and provide feedback on the Plan. Information about upcoming engagement events will be posted on our [Engagement Hub](#).

We encourage you sign up on the Engagement Hub, or to join our [mailing list](#) to stay updated about the Plan process as it continues to progress towards a final Plan and implementation.

We look forward to your continued engagement in the coming months and hope to connect with you as we work to finalize our shared vision for more resilient, affordable, and equitable Seattle.