



January 30, 2014

City of Seattle Comprehensive Plan Update

Revised Public Participation Program



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Revised Public Participation Program (RCW 36.70A.140)
(January 30, 2014)**

INTRODUCTION

Seattle is undertaking a major periodic review of the Comprehensive Plan (Review) as required by the Washington State Growth Management Act (GMA). The GMA requires local governments to create and broadly disseminate a Public Participation Program (Program). This revised Program updates an earlier version to reflect a modified schedule for the Review. It also describes how the City of Seattle (City) will meet the requirements for early and continuous public participation during the Review.

A. GOALS

The overall goals of the Program are to:

- Provide objective information to assist the public in understanding issues and solutions.
- Provide opportunities for the public to contribute ideas and provide feedback through all phases of the Review.
- Improve the involvement of traditionally under-represented audiences.
- Make the Review accessible and engaging to interested participants by using a variety of media, plain language and easy-to-understand materials.
- Make the Review racially and culturally inclusive.

B. SCHEDULE

The GMA originally required that the City complete a major review of its Comprehensive Plan by December 2011. The State Legislature amended that requirement twice in recent years, and the deadline is now June 2015.

The City initially launched the Review in late June 2011 and conducted outreach and engagement in 2011-2012 including a dedicated website, an online survey, use of social media, video, use of Public Outreach and Engagement Liaisons in cultural and ethnic communities, and a public meeting (see [Report on Public Engagement](#) for description of activities). After the deadline was extended, the Seattle City Council (Council) expressed a desire for the City to take advantage of the full time allowed by the State.

On May 14, 2012, the Council adopted Resolution 31370 that included a general schedule for developing a review of the Seattle Comprehensive Plan (Plan) in phases by using the annual amendment cycles in 2013, 2014 and 2015 to review individual portions of the Plan. Some new policies were adopted through the 2013-2013 annual amendment process. On May 14, 2013, the Council adopted Resolution 31451 revising the schedule and approach again for the Review.

Rather than review the Plan in phases through the annual amendment process, DPD would review and update the entire Plan by June 2015. The Review will still be conducted in “phases” although the Council will adopt an updated Comprehensive Plan by June 2015.

Previous Activities

Early Engagement	August 2011 - May 2012
Annual Amendment Process	May 2012- May 2013

The revised project schedule is as follows:

Current Review Schedule

Phase 1	Project Planning & Research	3Q - 1Q 2014
Phase 2	Growth Alternatives & Assessment	1Q 2014 - 4Q 2014
Phase 3	Draft Plan Policies	1Q 2014 - 1Q 2015
Phase 4	City Council Reviews Recommended Plan	1Q - 2Q 2015

C. ROLE OF THE PLANNING COMMISSION

The Seattle Planning Commission (Commission), comprised of 16 volunteer members appointed by the Mayor and Council, is the steward of the Plan. In this role the Commission provides independent and objective advice to the Mayor, Council, and City departments on broad planning goals, policies and plans for the development of Seattle. The Commission focuses on issues that shape Seattle including land use, transportation, housing and environmental policy.

The Planning Commission will be involved throughout the process and will provide input, advice and comments to the City. :

- Potential changes to the Comprehensive Plan
- Development of policy recommendations
- Public Participation Program
- Preliminary Draft Environmental Impact Statement (before release for public comment)
- Preliminary Final Environmental Impact Statement (before release for public comment)
- Preliminary Draft Plan (before release for public comment)
- Preliminary Final Plan (before presentation to City Council).

D. METHODS AND TOOLS

The overall objective of this Program is to describe how the City will engage the public during the course of the Review. Public participation methods and tools may vary by phase. This Program may continue to be reviewed and refined throughout the Review, if needed.

While traditional methods (meetings, workshops, presentations, etc.) will still play an important role in public engagement, DPD will use alternative participation tools more extensively to

broaden our outreach and disseminate information. The following websites and social media will be used to share information throughout the Review.

Website	http://2035.seattle.gov
E-mail	2035@seattle.gov
Listserv	http://2035.seattle.gov/connect/
Facebook	http://www.facebook.com/SEA2035
Twitter	@Seattle2035
Seattle Channel	http://www.seattlechannel.org

Some or all of the following methods will be used in one or more phases to achieve broad and continuous public participation.

Broad dissemination of background data and growth alternatives, proposals and alternatives:

- Documents such as the Public Participation Program, Draft and Final Plans, Draft and Final Environmental Impact Statements, and other Project materials will be posted on the project website and made available at local libraries.
- Notice of the availability of the Program and DPD's draft Plan will also be published in the Seattle Times (a newspaper of general circulation).
- The City will send information to the Planning Commission, regional and City agencies as appropriate, and local and community-based organizations to extend outreach and expand participation.

Opportunities for written comments:

- Online public feedback tools (Email, Website, and Facebook).
- Comment forms available at public meetings.

Public meetings after effective notice:

- General notice of the time and place of the public meetings will be provided through standard notice procedures such as emails to project listserv and other related email lists.

Opportunities for open discussion:

- Comprehensive Plan discussions at Seattle Planning Commission meetings and other Boards and Commission meetings (all meetings open to the public).
- Online dialogue and interactive activities (via social media or website).
- Presentations to Neighborhood District Councils and other citizen groups.
- Public meetings, open houses, lectures and presentations.
- Workshops with interested community or stakeholder groups.
- Youth engagement activity through partnerships.

Communication programs and information services:

- Project Website, Listserv, Facebook page, Twitter.

- Information cards available at key community locations and events.
- Cards distributed at community outreach events hosted by Mayor’s Office, Department of Neighborhoods and Dept. of Planning and Development.
- Comp Plan 101, an online narrated PowerPoint presentation to introduce the project
- Links on Project Website, Twitter, and Facebook to background reports, research and articles relevant to Comprehensive Plan elements
- Press briefings for reporters and bloggers, and press releases distributed to local community and ethnic media.

Consideration of and response to public comments:

- The City will consider public comments throughout the Review and respond as set forth in the Seattle Municipal Code.

CONCLUSION

This Program may be updated as conditions change or additional resources to support outreach activities become available. To provide feedback on the Program, please contact the following City of Seattle staff:

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