

Southwest Area Plan – Public Participation Plan Revised: August 29, 2024

	Getting Started: Summer - Fall 2024 Scope, Schedule, Background Info/Data Gathering	Phase 1: Fall 2024 - Winter 2025 Issues, Opportunities, and Values	Phase 2: Winter - Spring 2025 Initial Draft Recommendations	Phase 3: Summer - Fall 2025 Draft Plan	Phase 4: Winter 2025 - Spring 2026 Plan Review and Approval
Inform/Build Awareness External	<p>Identify Key Stakeholders Identify internal and external stakeholders; build contact lists. Identify list of potential Community Partners.</p> <p>RFP for Public Engagement Specialist/Community Partners Develop and distribute RFP focused on reaching underrepresented groups. Host orientation workshop.</p> <p>Kickoff press release, emails, social media, and other outreach Launch Project website. Distribute materials at community events. Announce planning process via City’s email listserv (MyAccount), social media, and through neighborhoods, community groups, centers of worship, schools, Neighborhood Resource Teams (NRTs), and other stakeholders.</p> <p>Info Flyer 1: planning process description, benefit, outcome; information about how people can participate.</p>	<p>Info Flyer 2 Share information about exploring and identifying values, assets, issues, and opportunities and information about how people can participate.</p> <p>Publicize engagement activities to neighborhoods, nonprofits, schools, community groups, and other organizations active in area. Social media posts via City, neighborhoods, nonprofits, schools, and other organizations active in planning area. Info/engagement stations at community kiosks, libraries, businesses, non-profits, parks, and other public places.</p> <p>MyAccount Email Project Update Plan and process description, benefit and intended outcome; share community engagement events and activities.</p>	<p>Info Flyer 3 Share process for developing initial draft recommendations, link to drafts, and information on how people can participate.</p> <p>MyAccount Email Project Update Share link to initial draft recommendations and community engagement events and activities.</p>	<p>Info Flyer 4 Share process for developing draft plan, link to draft plan, and how people can participate.</p> <p>MyAccount Email Project Update Share link to draft plan and community engagement events and activities.</p>	<p>Info Flyer 5 Publicize final draft plan, Board, Commission, Committee (BCC) review/approval process, and information about how people can participate.</p> <p>MyAccount Email Project Update Share link to final draft plan and BCC review and approval dates and links.</p>
	Consult/Gather Input External	<p>Initial Stakeholder Interviews Summer engagement at community events. Meet with large-scale property owners, business owners, NRT leaders, neighborhood and community group leaders, centers of worship, schools, community centers, and others as relevant to gather data and explore trends, issues, and opportunities.</p>	<p>Community Meetings #1: Multi-Agency Open House Multiple City agencies attend to summarize related City initiatives, present background information, explain what an Area Plan is, and gather assets, issues, opportunities, and values. <i>(Virtual and In-Person)</i></p> <p>Youth Engagement Meet with teens in UW PEOPLE Program at Memorial High School; gather feedback on issues, opportunities, values.</p> <p>Resident Survey Part 1 – Oct/Nov Gather issues, opportunities, and values with survey. Ensure representative sample.</p> <p>Resident Survey Part 2 – Jan/Feb Distribute survey regarding deeper dive into seven Comp Plan Elements, building on Part 1. Mail postcard to residents with survey link. Ensure representative sample.</p> <p>Use online commenting tools to gather feedback at each phase, including online commenting map, issues and opportunities, and draft plan recommendations. Meetings with groups/pop-up outreach at events to reach people through their existing networks such as schools, library, parks, centers of worship, neighborhood association events, service providers, others. Post feedback summary on the project website at the close of each phase of engagement.</p>	<p>Community Meetings #2 Review what’s been heard to-date and share how feedback is informing the draft recommendations. Present initial draft recommendations, gather public feedback. <i>(Virtual and In-Person)</i></p> <p>Youth Engagement Gather feedback from teens in UW PEOPLE Program at Memorial High School about initial draft recommendations.</p> <p>Focus Groups Engagement Specialists/Community Partners host focus groups with typically underrepresented groups to review initial draft recommendations and gather feedback.</p> <p>Business Survey Work with Economic Development Division staff to distribute online survey.</p>	<p>Community Meetings #3 Review what’s been heard to-date and share how feedback is informing the draft plan. Present draft plan, gather public feedback. <i>(Virtual and In-Person)</i></p>

* Note - accommodations for people with disabilities, language interpretation, and translations will be made available during this process to ensure that all of those interested will have the opportunity to engage and share feedback.

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Consult/Gather Input Internal	<p><u>Introduce project at Mayor’s Planning Team Meeting</u> Introduce project and discuss any known issues and opportunities.</p> <p><u>Establish Interagency Staff Team (IST)</u> Send email request and host kickoff IST meeting to introduce agencies to planning process and discuss background information.</p>	<p><u>Small Group IST Meetings</u> Hold small group IST meetings to identify issues, opportunities, and proposed capital improvements.</p>	<p><u>Mayor’s Planning Team Meeting Check-In</u> Provide updates and summarize feedback from stakeholders; seek guidance on key decision points.</p> <p><u>Plan Commission Check-In</u> Provide updates and summarize feedback from stakeholders; seek guidance on key decision points.</p> <p><u>Interagency Staff Team Meeting</u> Coordinate with IST in developing Initial Draft recommendations.</p> <p>Present to and get feedback from Plan Commission and other relevant City Boards, Committees, and Commissions (BCCs) throughout the process.</p>	<p><u>Plan Commission Check-In</u> Provide updates and summarize feedback from stakeholders; seek guidance on key decision points.</p> <p><u>Interagency Staff Team Meeting</u> Coordination with IST in developing Draft Plan. Provide ample time for review by City agencies.</p>	<p><u>BCC Review</u> Present draft plan, gather recommended revisions to forward to lead City Committee (Plan Commission).</p>

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