

Envision SeaTac 2044

Planning Our City Together

Updated, October 10, 2023

Public Participation Plan

A Community
Engagement Guide
for the Envision
SeaTac 2044
Comprehensive Plan
and Transportation
Master Plan Update
Projects



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1) Introduction & Purpose

The City of SeaTac is updating its Comprehensive Plan (*Project Name: Envision SeaTac 2044*) to integrate current City priorities and ensure consistency with state and regional growth management planning. This process will update the community's vision for SeaTac over the next twenty years, describe the City's identity, enhance community well-being, and plan for anticipated growth and change. Key growth strategies to explore include optimizing the City's three light rail stations and other significant infrastructure to increase access to opportunity for SeaTac's multiple residential and business communities. The process also will involve updating related code provisions so they are consistent with *Envision SeaTac 2044* policy updates.

The completed *Envision SeaTac 2044* plan will provide elected and appointed officials, city staff, residents, and the business and development communities, with a comprehensive, consistent, easy to use, and culturally relevant plan to guide the City's decision-making and development over the next twenty years, to the year 2044. The plan update process will end by December 31, 2024, in line with state requirements.

Purpose of Public Participation Plan

This Public Participation Plan provides a framework for the Envision SeaTac 2044 project's engagement efforts. Because the Transportation Master Plan (TMP) project, a component of the Comprehensive Plan, will be updated concurrently with the Comprehensive Plan, its public engagement processes will be covered through this plan for Envision SeaTac 2044 and related process and activities.

In addition to outlining the purpose and objectives of engagement, this Public Participation Plan identifies key communities to engage and possible methods of engagement. The Public Participation Plan identifies a range of engagement options that meet the needs of the people, businesses, organizations, and agencies affected by the Envision SeaTac 2044 planning effort.

As the project progresses, the team will use this Public Participation Plan to select and design events that are aligned with the project schedule and respond to community needs. While the Public Participation Plan establishes a framework to guide community engagement activities, it is also a living document that allows the project to adjust and tailor programs to meet the needs and opportunities that may arise throughout the course of the Envision SeaTac 2044 and TMP Update projects.

2) Envision SeaTac 2044 Background

The City of SeaTac incorporated in 1990 and is located approximately midway between the cities of Seattle and Tacoma. SeaTac is bordered by the cities of Burien, Des Moines, Kent, Tukwila, and unincorporated King County, and its ten square miles surround the Seattle-Tacoma International Airport. The airport is the city's main job center and business generator, and it supports the large majority of the city's approximately 37,000 jobs. SeaTac is one of the most racially diverse and multiethnic municipalities in King County. It has a significant immigrant community and approximately 66% of its 32,000 residents are from the city's Black, Indigenous, and People of Color (BIPOC) communities.

SeaTac's first Comprehensive Plan was adopted in 1994, with the goal of leveraging anticipated regional investments in high-capacity transit to encourage clusters of "urban village" type development along the SR99/International Boulevard corridor. Over the years, the City's transit-focused development policies were updated through the adoption of subarea plans adjacent to the three light rail stations that serve the city, specifically, the City Center Plan (update currently underway), the S 154th Station Area Plan, and the Angle Lake Station Area Plan.

The 2015 periodic update reinforced the importance of focusing growth within the subarea/station areas, as part of the growth strategy for the City's large and linear designated Urban Center (885 acres), which is located immediately east of the airport and encompasses most of the city's high intensity commercial and residential zoning. The 2015 update also identified "complete communities" goals for access to housing, transportation, services, and other infrastructure for neighborhoods citywide. Since that time, multiple plans and studies have refined the City's growth strategies, notably the Housing Action Plan (2021), which provided specific guidance for the 2024 Major Comprehensive Plan Update Project to clarify and strengthen the City's Urban Center/urban village strategy and complete communities development policies. Clarifying, strengthening, and better integrating the City's growth and development policies throughout the entire Comprehensive Plan document is a significant focus of the Envision SeaTac 2044 project.

3) Key Themes and Overarching Goals for Engagement and Policy Development

The proposed project approach does not recommend a major shift from the Comprehensive Plan's current growth and development policy framework but seeks updates that clarify, refine, and expand on these strategies by leveraging recent guidance, new information, and community input. Key project themes and goals are summarized below. These themes represent categories of existing and potential policies that will be considered through the planning process and should be addressed in the community engagement and policy development processes. These themes were developed by City staff and reviewed by City Council.

- **Access to Opportunity:** Increase access to opportunity and wellbeing.
- **Urban Villages:** Focus new growth in the Urban Center and grow urban villages near light rail with a variety of options for living, working, and recreating.
- **Complete Communities:** Strengthen neighborhoods and create healthy, equitable, connected, complete communities.
- **Multi-Modal Transportation:** Provide connected, efficient, multi-modal transportation networks.
- **Housing for All:** Increase housing types and affordable options.
- **Economic Vitality:** Increase economic opportunities that empower residents and support the business community.
- **Resilient Environment:** Enhance resiliency of the built and natural environments.

OVERARCHING PROJECT GOALS

The following overarching project goals add more detail and additional context to priority components of the *Envision SeaTac 2044* plan.

Ensure Continuous, Equitable Community Engagement

- **Robust, Inclusive Outreach:** Conduct meaningful, representative, equitable outreach to the city's diverse residential populations and business and community stakeholders. Ensure ongoing opportunities for the project to inform and receive input from the public throughout the vision update and policy development processes.

Integrate Social Equity Planning, Promote Community Wellbeing and Enhance Community Identity

- **Equity Planning:** Implement an approach for defining and integrating social equity principles within the project in line with local and regional goals for equity and access to opportunity.
- **Community Wellbeing:** Ensure the updated Comprehensive Plan provides guidance regarding the meaning and promotion of community well-being, a concept the City is exploring as a tool to help guide the budgeting process.

- **Community Identity:** Utilize the community engagement and policy development processes to expand on and refine SeaTac's identity. The vision update process and creation of the new Neighborhoods Element will help to facilitate efforts to affirm community identity.

Refine and Build on Current Policy Framework

- **Refine Current Key Growth Management Strategies:** Per recent guidance from the *Housing Action Plan* (HAP), address how to clarify and strengthen what the HAP calls the “urban village strategy,” and “complete communities” goals.
- **Urban Center & Urban Villages:** The City’s current “urban village strategy” identifies locations for “Urban Center villages” within the Urban Center where the majority of the city’s housing and job growth will be clustered, and their locations and characteristics are described in the three subarea/station area plans and elsewhere in the Comprehensive Plan. Desired policy refinements include:
 - Clarifying the meaning of the “urban village strategy” throughout the Comprehensive Plan, as a tool for clustering housing, jobs, services, and access to opportunity.
 - Exploring the creation of “neighborhood center villages” outside of the Urban Center where there are gaps in access to neighborhood services and diverse, affordable housing types per current complete communities policies, and others.
 - Establishing a holistic set of “framework policies” for the new Urban Center element to demonstrate compliance with PSRC regional growth center requirements.
- **Complete Communities & Equitable Access to Opportunity:** The City’s current “complete communities” policies establish social and infrastructure goals for “healthy, equitable, connected communities” based on access to transportation choices, healthy food, housing, neighborhood services and parks. Policy revisions to consider include clarifying the characteristics of complete communities and how these policies should be used to guide infrastructure and services needed to support “urban villages/centers” and their surrounding neighborhoods. Clarifying how these policies can be used to promote and assess equitable access to opportunity also needs to be addressed.
- **Additional Considerations:** Clarifying and strengthening economic vitality policies and their role in overall growth strategies, and similar refinements to the policy frameworks of other elements will also need to be addressed throughout the update process.

Conduct Concurrent Outreach for Envision SeaTac 2044 Major Comprehensive Plan Update and Transportation Master Plan (TMP) Update Projects

- **TMP Coordination:** The City is undertaking the SeaTac 2044 Major Comprehensive Plan Update concurrently with the update project for SeaTac’s Transportation Master Plan. In order to leverage project resources and amplify public involvement efforts, the SeaTac 2044 project will run a unified community engagement process for both projects.

Leverage and Coordinate with City Center/Airport District Subarea Plan Project Underway

- **Leveraging City Center Subarea Plan Project Early Work:** The *Envision SeaTac 2044* planning process will coordinate with and leverage the city center project’s work on defining the district as an “urban center village,” and work that can inform the development of *Envision 2044* policies related to complete communities, access to opportunity policies, and the City’s new Urban Center framework policies.

Analyze Potential Growth & Development Scenarios

- **Assess Development Scenarios:** Undertake an analysis of potential growth and development scenarios that accommodate SeaTac’s 2019-2044 housing and job targets and informs how to implement the City’s Urban Center/urban village and complete communities goals, and other local and regional priorities.

Update Implementation Strategies, Including Supporting Regulations

- **Update Implementation Strategies for Each Element (Chapter):** Update and streamline current implementation strategies to ensure progress toward community goals. Ensure strategies are effective and actionable.
- **Update Implementing Regulations:** Update regulations as needed to ensure consistency with new and revised policies and to achieve compliance with state requirements. Integrate code amendments identified in the [SeaTac Housing Action Plan](#) strategies (#7-12) into project work.

Ensure Compliance with State and Regional Requirements

- **State and Regional Compliance:** Address City compliance with and leveraging of state and regional growth requirements, including job and housing targets, housing need allocations, and others throughout the *Envision SeaTac 2044* planning process.

4) Engagement Best Practices

Generally, effective public engagement methods clearly communicate the project's purpose, process, timeline, and final recommendations, so the community is well-informed. The process will avoid engagement fatigue by drawing on past work, set realistic expectations about what the plan can accomplish, ask for referrals for new community leaders, compensate community liaisons and specific interest groups for time, and report what we have heard and how the information is being used. We know that when people do not see results from past plans, they are less likely to engage in the future.

The process will use accessible engagement methods to address common barriers across language, culture, time constraints, family responsibilities, transportation, internet access, physical accessibility, and comfort level. For certain events, we intend to provide childcare, stipends or compensation for time and participation, food if during typical mealtime hours, and other provisions as part of valuing participants' time.

Key best practices for engagement include the following.

- **Foster an engagement process that is open, inviting, and transparent throughout the duration of the planning process.**

The engagement process will be intertwined with the planning process from beginning to end. While specific activities, such as workshop sessions, open house meetings, presence at special events will occur at key milestones, there will be ongoing opportunities to provide input and comments and learn about the project via the project webpage and City staff.

At any time during the planning process, people will be able to learn about the status of the project and upcoming activities by checking the project webpage.

- **Ensure that community engagement is equitable and inclusive.**

Equitable engagement is a combination of activities that support the participation of people of color, immigrant and refugee communities, low-income people, and other diverse interests in public involvement processes. (Strategies for Equitable Engagement, Seattle.gov, also see [PSRC Equitable Engagement for Comprehensive Plans \(https://www.psrc.org/media/5933](https://www.psrc.org/media/5933) and <https://www.psrc.org/about-us/media-hub/new-guide-conducting-equitable-community-engagement>).

Equitable engagement is a two-way ongoing process of building relationships and working collaboratively around a project, plan, or issue. There are three types of equitable community engagement as depicted in the graphic below, and the process should recognize these levels of participation and related responsibilities.

To support equitable engagement and equity in planning, our project team is developing an equity index tool that will show key areas of opportunity for enhancing equity throughout the community. This equity index tool also will be referenced as part of implementing engagement activities to involve traditionally underrepresented populations to engage and to identify strategies for engaging these folks in the planning process.

Additional detail on specific engagement approach is provided in the *Engagement Methods and Tools* section of this plan.



<https://maptionnaire.com/blog-list/types-of-community-engagement-in-urban-planning>

- **Align with the Puget Sound Regional Council (PSRC) Regional Growth Center Consistency Tool guidance.**

Provide a variety of opportunities for participants to have input in shaping the plan’s goals, policies, and strategies. The team will document the process and how equitable community engagement has shaped the plan’s goals, policies, and strategies. Within the documentation as a record of the engagement process, identify how diverse interests (e.g., community members, business owners, tribes, ports, military installations, and special purpose districts, and adjacent jurisdictions, when applicable) were engaged during the planning process. Describe new or innovative engagement techniques employed to reach historically underrepresented groups.

- **Implement an adaptable framework for engaging the full community that includes both in-person and on-line opportunities for engagement and can be modified if needed for various reasons.**

The engagement process includes a variety of methods and activities—in-person and online—that are intended to involve the full community in the planning process. We understand that we may need to adapt activities to fit requests that arise during the process, changes in how public interactions are handled (due to health guidelines), weather conditions, or other situations that may arise. For quality interactions, it will be important to have focus group sessions and to implement the proposed community liaisons program to ensure that diverse interests (residents who speak other languages and are of varying income levels, races and ethnicities, religions, and cultural backgrounds are engaged and part of the process. It will be important to ensure that residents who rent their homes are engaged, along with residents who own their homes. Engagement of affordable housing advocates and developers will also be informative. Refer to Audiences to be Engaged for more information. We will provide opportunities and forums for engaging the full diversity of interests so that all voices can be heard and that this process serves as a useful model for future community engagement in SeaTac. Important considerations include:

- Elevating voices of those at risk of displacement and/or most burdened by housing costs to understand specific needs and potential unintended consequences of proposed strategies and jointly find solutions.
- Building support for the plan by bringing diverse viewpoints together. This means understanding people’s values and shared community goals and may mean using quantitative and qualitative data to sensitively bust myths about housing.
- Building trust between community interests, City planning staff, City Council, Planning Commission, and other local government departments through an open, transparent process, by setting realistic expectations for the plan and identifying who has decision-making power at different points in the process.
- Identifying community liaisons and advocates who help communicate and solve problems with their community and shepherd the plan through adoption and implementation.
- Gaining local insights on potential planning actions and redevelopment potential (e.g., property owners’ plans, site-specific characteristics, local barriers and opportunities, etc.).
- Ensuring that the plan represents the ideas heard from not only residents, employees, visitors, and other interests in the city, including the full SeaTac community and all demographic cohorts (e.g., income levels, household size, race, ethnicity, disability, age) to meet existing needs, build community, and align with regional equity policies.

5) Who Will Be Engaged

- The general public/full SeaTac community will have opportunities for input in the plan. SeaTac is one of the most racially and ethnically diverse cities in the Pacific Northwest, with a large population of Black, Indigenous, and People of Color (BIPOC) including many immigrant households, households who do not speak English at home, and families with children that rent apartments. In addition to engaging the general public/full SeaTac community, we will proactively engage the following interest groups, some of whom may have been traditionally under-represented in the past.
- Residents – owners and renters
- People experiencing housing cost burdens
- Seniors
- People of color impacted by historic lending practices (i.e., redlining), displacement pressures, and/or biases
- People with disabilities and other special needs
- Immigrants
- Youth
- School District representatives; PTOs (parent-teacher organizations)
- Families/multigenerational families
- People experiencing homelessness (unhoused) and in shelters
- Members of the business community, including airport-related businesses and others
- Small businesses and businesses that could be at risk of displacement, including small business owners/representatives/landlords/developers
- Major property owners and agencies, including the Port of Seattle, Sound Transit, WSDOT, King County Housing Authority, and others
- Regional housing organizations; affordable housing advocates; developers of market rate and affordable housing (housing authorities and consortiums)
- Regional real estate developers of mixed use, transit-oriented projects
- Employees (airport/Port of Seattle, other key employers)
- Transit and transportation service providers
- Public and social service providers, faith-based organizations and community service organizations/community-based organizations (CBOs)
- Utilities service providers

Traditionally Under-Represented Communities in City Planning Processes

Historically, SeaTac’s public engagement processes have not fully reached all of the City’s communities – especially those not comfortable with or able to easily access City-led engagement efforts. These populations include, but are not limited to:

- Families with children
- Renters
- Black, Indigenous, and People of Color (BIPOC) communities
- People with disabilities and other special needs
- Immigrant communities and people facing language barriers
- Seniors and youth

The Envision SeaTac 2044 project will pay careful attention to engaging these communities throughout the project.

- City of SeaTac staff and leadership
- Neighboring cities' representatives
- Puget Sound Regional Council
- Department of Commerce

An analysis of the City's demographics is provided as an appendix to this Public Participation Plan. This demographic information and other analytical tools will be used to facilitate representative, inclusive, and equitable outreach and engagement activities throughout this public involvement process. The SeaTac Equity Index is a tool that is being created as part of this periodic update process. Information from the Equity Index will be used to inform the public involvement process throughout the Envision SeaTac 2044 project.

6) Communication and Engagement Methods and Tools

Methods and Tools

People must be aware of the planning process to participate. The tools listed below can help build this awareness. Project staff will select tools from this list, and potentially utilize others, to address various community engagement goals.

- **Project webpage.** The City will host and maintain a webpage (or series of webpages) for the project that will serve as a repository for Plan information, including status updates, draft documents, schedules, official notices, and links to partner agencies. The website will also include project and community engagement information and provide access to digital engagement activities. All language will be written in plain speak.
- **Project Branding & Graphics.** Creating a unique identity for the Envision SeaTac 2044 project to use in high quality public outreach materials will help the community recognize materials prepared throughout the planning process.
- **Print and social media.** The City will share information about the planning process through the City's social media platforms and other online accounts, as well as through print mailings and newsletters. A project hashtag for submitting social media posts may be developed to help collect quotes and photos to document events and activities.
- **Official notices.** City staff will comply with notification requirements for comment periods and public hearings as applicable.
- **Interested parties list/Project email.** City staff will maintain a list of interested parties who will receive electronic notification of public meetings and project milestones through the project email distribution list. Participants who provide contact information to the City will be added to the list (requests can be made directly to staff or by sending an email to SeaTac2044@seatacwa.gov).
- **Emails and Phone calls.** City staff will answer call questions/inquiries about the project that come in through email and phone calls. They also may call community members to recruit for interviews and listening sessions.

- **Postcard mailings.** The City may mail postcards to businesses and residents in the visioning phase and prior to the release of the Draft Plan. The mailer should feature SeaTac’s major languages used at home/businesses via printed translation and/or links to online information using the project URL “www.seatacwa.gov/SeaTac2044,” and/or a QR code linked to the project website.
- **Translation and interpretation.** The City provides built in translation services for its web content. For printed materials and interpretation at meetings during the planning process, project staff will determine translation needs throughout the project. The four major languages spoken at home in SeaTac, in addition to English, include Spanish, Somali, Amharic, and Vietnamese.
- **Digital engagement tools.** These should be formatted for smart-phones as much as is feasible to facilitate engagement with people who don’t have easy access to larger devices and fast internet. Consultants can advise on digital engagement tools that meet the above recommendations.
- **Planning Commission as Advisory Group.** The team will meet regularly with the City of SeaTac Planning Commission during the planning process. They will serve as an advisory group to help shape the development of the plan. Also, their meetings are open to the public, so there will be opportunities to gather public input as part of these interactions.
- **Local advocacy and business organizations.** Staff and consultants could ask local advocacy and business organizations to distribute information to their memberships. This effort could target hard-to-reach groups.
- **Place-based outreach, pop-ups, and tabling at community events.** Posters and signs can be an effective way of informing people of a project. Combined with engagement, place-based outreach may include pop-ups, canvassing, participation in community events, or other efforts that provide casual interaction with the community. Social distancing requirements may limit opportunities for place-based outreach. Potential locations may include: community events, local supermarkets, religious centers, parks, community centers, schools, school lunch programs, public health centers. Tabling at special events would also occur – with *Envision SeaTac 2044* specific displays and materials.
- **Community event tabling, pop-ups, and intercepts.** This type of engagement brings opportunities to participate into the community, such as joining a religious groups’ Zoom meeting, handing out a survey at a drive-through line or bus stop, attending business/community-based organization staff or board meetings, tabling at community events, interviewing people at parks and recreation sites, or canvassing a business district. While these conversations are traditionally held in person—particularly with hard-to-reach populations—remote and socially-distanced methods can provide adapted approaches.
- **Interviews/listening sessions.** Gather in-depth feedback through scripted individual or group interviews with key stakeholders—such as community or advocacy groups—to learn more about the needs of specific populations. Interviews are typically conducted by phone or online meeting platform. Community Liaisons, Community Based Organizations, or potentially members of the public may informally conduct these with “meeting-in-a-box” type materials and a common questionnaire to report back major takeaways to the City.
- **Community liaisons.** Community contacts who can connect City staff and consultants with people in the community, particularly those in prioritized groups. Liaisons may advise on using

specific engagement methods and tools that are effective for gathering feedback from their respective communities, including a potential survey, listening sessions, and other engagement activities. Liaisons may assist with quality control for translated material or live interpretation at public workshops. Leveraging their existing relationships, liaisons may drive attendance and participation at workshops or community events. Liaisons will be provided compensation for their time and expertise

- **Incentives & Project-branded giveaways** . Use of incentives or prizes can increase engagement. Exploring if local businesses can provide gift cards or other prizes to contribute to the process, can be a form of outreach to the business community and can be utilized to show a strong sense of community and help promote local businesses. Raffles/drawings can be held toward the end of events (and can include in-person and online entries) to distribute the prizes. Project-branded materials such as key chains, pens, reusable grocery bags, etc., could potentially be provided to those who provide input into the Envision SeaTac 2044 process. These materials can raise awareness about the project and help promote community identity.
- **City document review**. To support each phase of the public participation process and reduce engagement fatigue, project staff will review recent plans and engagement efforts, such as those related to the SeaTac Housing Action Plan (2021), and on-going City Center/Airport District Subarea Plan project, and incorporate relevant information and feedback into the Envision SeaTac 2044 project.
- **Workshops with City staff**. The project team will organize and facilitate workshops with City staff at each phase of work and prior to workshops and meetings with the community. Each of these interactive workshops will be focused on specific tasks and work in process.
- **Community workshops and meetings**. Public meetings can include in-person and virtual open houses, workshops, town halls, or charettes. They invite the community to learn more about the project and provide comments, and can include interactive activities like live polling, small group discussions, and “walkshops.” Workshops may be held in real time using conferencing platforms accessed by computer or smart phone. These allow for moderated discussions, question and answer sessions, presentations, and small group discussions. Those without a smart phone can participate by dialing in with any phone and using a supplemental packet of hardcopy or digital materials made available in advance. Real-time meetings can be recorded and posted online for people to review at their convenience. Hybrid and online interactive platforms with which people can engage at their convenience will also be implemented. Depending on the platform, they provide information with embedded opportunities for input, such as interactive maps, tools, and surveys. Consideration should be given to providing food, childcare, and interpretation/translation at key events to facilitate participation from SeaTac’s multiple communities.
- **Formal Planning Commission and City Council meetings**. City Staff and consultants will provide periodic updates to the Planning Commission and City Council throughout the project. As noted above, the Planning Commission will serve as the advisory group throughout the planning process. Planning Commission and City Council meetings are open to the public, so these also are opportunities to listen and hear input from the community.

Project Communication Basics

The project team should be prepared to answer specific questions about the planning process. An online project FAQ (Frequently Asked Questions) or information sheet will be developed to answer these and other questions:

- **What is Envision SeaTac 2044?** Envision SeaTac 2044 is the name of the City’s major periodic update of the SeaTac Comprehensive Plan....
- **What is a Comprehensive Plan?...**
- **What is a Transportation Master Plan?...**
- **Are these the same as the “Planning Our Cities Together Projects?...**

7) Envision SeaTac 2044 Multi-Phase Community Engagement Process

Below is information on the anticipated timeline and approach for the Envision SeaTac 2044 community engagement process. The process will be divided into phases that focus on specific topics for communitywide conversation and input. The “Community Conversation” topics are based on the Envision SeaTac 2044 Key Project Themes and the content of various “Elements” or chapters of the Comprehensive Plan.

The main goals of each Community Conversation phases are to:

- Raise public awareness of the project and the topic under discussion;
- Provide significant, inclusive, representative, and equitable input opportunities on the topic for all of SeaTac’s communities;
- Educate and inform the public on new data, information, and project guidance the City must comply with (state and regional); and
- Understand community priorities related to the topic.

**ENVISION SEATAC 2044:
SUMMARY OF KEY PROJECT THEMES**

- Wellbeing & Access to Opportunity
- Growing Urban Villages
- Strong Neighborhoods & Healthy, Equitable, Connected & Complete Communities
- Multi-Modal Transportation
- Housing for All
- Economic Vitality
- Resilient Built & Natural Environments

The timelines for some Community Conversation phases overlap with others to indicate where technical or other work for one topic may be starting up while work associated with the previous topic is winding down. The community engagement process will be updated during each phase of the project to ensure the most current and appropriate outreach and engagement opportunities are integrated into the process. As such, the community engagement process will need to be flexible to address opportunities as they arise.

While the anticipated engagement activities are identified in the following table, some will be programmed within the public participation process after the Phase 1 Community Visioning is completed including at least three large public meetings or activities. The project team is still evaluating additional outreach methods, especially innovative techniques that can facilitate representative, inclusive, easily accessed, and equitable community engagement.


~~Summary of Envision SeaTac 2044 Phases & Community Conversation Topics~~

- **Phase 1 Community Conversation Topic:** Community Vision for SeaTac’s Future
- **Phase 2 Community Conversation Topic:** Where & How SeaTac Will Growth in the Future—Urban Villages, Complete Communities & Equitable Access to Opportunity

- **Phase 3 Community Conversation Topic:** Housing, Human Services & Economic Vitality in SeaTac’s Future
- **Phase 4 Community Conversation Topic:** SeaTac’s Future Transportation and Parks & Recreation Systems
- **Phase 5 Community Conversation Topic:** Resilient Built & Natural Environments to Support SeaTac’s Future
- **Phase 6 Community Review Process:** Draft & Final Envision SeaTac 2044 Plan

Envision SeaTac 2044 Phases, Community Conversation Topics & Anticipated Community Engagement Process			
TIME-LINE	ENVISION SEATAC 2044 PHASES & COMMUNITY CONVERSATION TOPICS	COMP PLAN ELEMENTS IN FOCUS	ANTICIPATED ENGAGEMENT ACTIVITIES
2023			
August to November 2023	<p>PHASE 1 COMMUNITY CONVERSATION: COMMUNITY VISION AND PRIORITIES FOR SEATAC’S FUTURE</p> <p><u>Questions for Community Discussion</u> From City Vision Poll</p> <ul style="list-style-type: none"> • What one or two words best describe the City of SeaTac today? • What do you like about SeaTac? • Is there anything you don’t like about SeaTac? • What types of amenities, businesses, services, and public spaces would best contribute to the quality of your neighborhood (or, if you don’t live in SeaTac, where you work or visit)? • What three priorities do you think the City should work on to improve your neighborhood (or where you work or visit) in the future? • What form of transportation do you want to use to get around the city in 2044? What keeps you from doing that now? (Examples: Walking, Biking, Transit, Driving, etc.)? • What are you most concerned about when it comes to the 	<ul style="list-style-type: none"> • Introduction & Framework Element <p>(This element contains City’s current vision statement)</p>	<ul style="list-style-type: none"> • Digital/Online Project Notification: Publicize project kick-off & activities on project website, or through City blog/social media, PeachJar (Highline School District email to SeaTac public school parents), notification from Envision SeaTac 2044 project email (to sign up for project updates, send an email to SeaTac2044@seatacwa.gov) • Other Project Notification: Posters at City facilities (City Hall, Community Center, Senior Center) and other locations, “pop-up” displays (with project information) at City facilities • Monthly Briefings with Planning Commission: PC is project’s main Community Advisory Group • Online Activities: City Vision Poll • In-Person Activities: In-person polling through “tabling” (“tabling” is when project staff attend community events to raise awareness of project and input activities). • Targeted Outreach: Project briefings at community, business, or other groups/organizations • Outreach to Traditionally Under-Represented Communities: In addition to “tabling” at certain community events, launch “Community Liaison” process by identifying individuals and non-profit organizations that can assist with outreach to traditionally under-

Envision SeaTac 2044 Phases, Community Conversation Topics & Anticipated Community Engagement Process			
TIME-LINE	ENVISION SEATAC 2044 PHASES & COMMUNITY CONVERSATION TOPICS	COMP PLAN ELEMENTS IN FOCUS	ANTICIPATED ENGAGEMENT ACTIVITIES
	environmental future of the city? • What one or two words best describe your vision for the City of SeaTac 20 years from now? • What else would you like to tell the City about your vision for SeaTac’s future?		represented, and hard-to-reach populations
November to December 2023	<p>PHASE 2 COMMUNITY CONVERSATION: WHERE & HOW SEATAC WILL GROW IN THE FUTURE</p> <p><u>Questions for Community Discussion</u> Questions still in development (general questions and more specific questions pertinent to the Community Conversation topic).</p>	<ul style="list-style-type: none"> • Introduction & Framework Element • Land Use Element • *New* Urban Center Element • *New* Neighborhoods Element <p>Includes Early Work on following Elements:</p> <ul style="list-style-type: none"> - Housing & Human Services - Jobs & Economic Vitality - Transportation - Parks & Recreation - Environment 	<ul style="list-style-type: none"> • Digital/Online Project Notification: Publicize new project phase and Community Conversation topic and activities on project website, City blog, social media, and in messages to Envision SeaTac 2044 project email list • Other Project Notification: Posters at City facilities (City Hall, Community Center, Senior Center), send postcards with project information (including QR code and URL for website) to all SeaTac residents • Monthly Briefings with Planning Commission • Online Activities: Short/“snap” poll(s) and/or other online methods such as short informational videos, webinars, or online “storymaps” (that allow users to click through maps or images with project information) • In-Person Activities: In-person polling through “tabling” and/or other outreach at community events or project sponsored activities • Targeted Outreach: Interviews, focus groups, project briefings at community, business, agency or other organizations • Outreach to Traditionally Under-Represented Communities: Utilize “Community Liaisons” and/or Community-Based Organizations (CBOs) to assist with outreach to traditionally under-represented populations through methods such

Envision SeaTac 2044 Phases, Community Conversation Topics & Anticipated Community Engagement Process			
TIME-LINE	ENVISION SEATAC 2044 PHASES & COMMUNITY CONVERSATION TOPICS	COMP PLAN ELEMENTS IN FOCUS	ANTICIPATED ENGAGEMENT ACTIVITIES
			as surveys, interviews, focus groups, other
2024			
January to February 2024	<p>PHASE 2 COMMUNITY CONVERSATION – CONTINUED</p> <p>WHERE & HOW SEATAC GROW WILL GROW IN THE FUTURE</p> <p><u>Questions for Community Discussion</u></p> <p>Questions still in development (general questions and more specific questions pertinent to the Community Conversation topic).</p>	<ul style="list-style-type: none"> • Land Use Element • *New* Urban Center Element • *New* Neighborhoods Element <p>Includes Early Work on following Elements:</p> <ul style="list-style-type: none"> - Housing & Human Services - Jobs & Economic Vitality - Transportation - Parks & Recreation - Environment 	<ul style="list-style-type: none"> • Digital/Online Project Notification: Provide project updates on project website, City blog, social media, and Envision SeaTac 2044 project email • Other Project Notification: Posters at City facilities (City Hall, Community Center, Senior Center) • Monthly Briefings with Planning Commission • Online Activities: Snap poll(s), and/or other online methods such as short informational videos, webinars, or online “storymaps” (that allow users to click through maps or images with project information) • In-Person Activities: In-person polling through “Tabling” and/or outreach at community events or project sponsored activities • Targeted Outreach (online & in-person): Project briefings, interviews, focus groups, small group meetings with residents, community or business organizations, agencies, or others • Outreach to Traditionally Under-Represented Communities: Start “Community Liaison” process and identify individuals and non-profit organization that can assist with outreach to traditionally under-represented populations
February to April 2024	<p>PHASE 3: COMMUNITY CONVERSATION </p>	<ul style="list-style-type: none"> • Housing & Human Services Element 	<ul style="list-style-type: none"> • Digital/Online Project Notification: Publicize new project phase and Community Conversation topic and

Envision SeaTac 2044 Phases, Community Conversation Topics & Anticipated Community Engagement Process			
TIME-LINE	ENVISION SEATAC 2044 PHASES & COMMUNITY CONVERSATION TOPICS	COMP PLAN ELEMENTS IN FOCUS	ANTICIPATED ENGAGEMENT ACTIVITIES
	<p>HOUSING, HUMAN SERVICES & ECONOMIC DEVELOPMENT IN SEATAC’S FUTURE</p> <p><u>Questions for Community Discussion</u> Questions still in development (general questions and more specific questions pertinent to the Community Conversation topic).</p>	<ul style="list-style-type: none"> Economic Vitality Element 	<p>activities on project website, City blog, social media, and in messages to Envision SeaTac 2044 project email list</p> <ul style="list-style-type: none"> Other Project Notification: Posters at City facilities (City Hall, Community Center, Senior Center), others Monthly Briefings with Planning Commission Online Activities: Short/“snap” poll(s) and/or other online methods such as short informational videos, webinars, or online “storymaps” (that allow users to click through maps or images with project information) In-Person Activities: In-person polling through “tabling” and/or other outreach at community events Targeted Outreach: Interviews, focus groups, project briefings at community, business, agency or other organizations, including for-profit and non-profit housing developers and organizations Outreach to Traditionally Under-Represented Communities: Utilize “Community Liaisons” and/or Community-Based Organizations (CBOs) to assist with outreach to traditionally under-represented populations through methods such as surveys, interviews, focus groups, other
<p>April to June 2024</p>	<p>PHASE 4: COMMUNITY CONVERSATION SEATAC’S FUTURE TRANSPORTATION & PARKS & RECREATION SYSTEMS COMPLETE COMMUNITIES & ACCESS TO OPPORTUNITY: HOUSING, PARKS, TRANSPORTATION</p>	<ul style="list-style-type: none"> Transportation Element Transportation Master Plan Parks & Recreation Element 	<ul style="list-style-type: none"> Digital/Online Project Notification: Publicize new project phase and Community Conversation topic and activities on project website, City blog, social media, and in messages to Envision SeaTac 2044 project email list Other Project Notification: Posters at City facilities (City Hall, Community Center, Senior Center), others

Envision SeaTac 2044 Phases, Community Conversation Topics & Anticipated Community Engagement Process			
TIME-LINE	ENVISION SEATAC 2044 PHASES & COMMUNITY CONVERSATION TOPICS	COMP PLAN ELEMENTS IN FOCUS	ANTICIPATED ENGAGEMENT ACTIVITIES
	<p><u>Questions for Community Discussion</u></p> <p>Questions still in development (general questions and more specific questions pertinent to the Community Conversation topic).</p>		<ul style="list-style-type: none"> • Monthly Briefings with Planning Commission • Online Activities: Short/"snap" poll(s) and/or other online methods such as short informational videos, webinars, or online "storymaps" (that allow users to click through maps or images with project information) • In-Person Activities: In-person polling through "tabling" and/or other outreach at community events • Targeted Outreach: Interviews, focus groups, project briefings at community, business, or other organizations, including transportation agencies such as Sound Transit, WSDOT and organizations that focus on pedestrian, bicycling and other non-motorized transportation • Outreach to Traditionally Under-Represented Communities: Utilize "Community Liaisons" and/or Community-Based Organizations (CBOs) to assist with outreach to traditionally under-represented populations through methods such as surveys, interviews, focus groups, other
June to July 2024	<p>PHASE 5: COMMUNITY CONVERSATION</p> <p>RESILIENT BUILT ENVIRONMENT: NATURAL ENVIRONMENTS TO SUPPORT SEATAC'S FUTURE</p> <p><u>Questions for Community Discussion</u></p> <p>City Services to Support SeaTac's Future</p>	<ul style="list-style-type: none"> • Transportation Master Plan • Environment Element • Utilities Element • Capital Facilities Element 	<ul style="list-style-type: none"> • Other Project Notification: Posters at City facilities (City Hall, Community Center, Senior Center), others • Monthly Briefings with Planning Commission • Online Activities: Short/"snap" poll(s) and/or other online methods such as short informational videos, webinars, or online "storymaps" (that allow users to click through maps or images with project information)

Envision SeaTac 2044 Phases, Community Conversation Topics & Anticipated Community Engagement Process			
TIME-LINE	ENVISION SEATAC 2044 PHASES & COMMUNITY CONVERSATION TOPICS	COMP PLAN ELEMENTS IN FOCUS	ANTICIPATED ENGAGEMENT ACTIVITIES
	<p>Questions still in development (general questions and more specific questions pertinent to the Community Conversation topic).</p>		<ul style="list-style-type: none"> • In-Person Activities: In-person polling through “tabling” and/or other outreach at community events • Targeted Outreach: Interviews, focus groups, project briefings at community, business, or other organizations, including ...ENVIRO GROUPS/AGENCIES!!! • Outreach to Traditionally Under-Represented Communities: Utilize “Community Liaisons” and/or Community-Based Organizations (CBOs) to assist with outreach to traditionally under-represented populations through methods such as surveys, interviews, focus groups, other
<p>August to November 2024</p>	<p>PHASE 6: COMMUNITY REVIEW PROCESS DRAFT & FINAL ENVISION SEATAC 2044 PLAN</p> <p><u>Questions for Community Discussion</u> Community Input on Draft Plan</p>	<ul style="list-style-type: none"> • Draft Plan for Public Review • Environmental Review Process • Final Plan 	<p>To be added upon confirmation of dates for formal review and adoption.</p>

To comply with state, City Council adoption required by December 31, 2024

Appendices

- Demographics Analysis
- Community Liaison (CL) & Community Based Organization (CBO) Targeted Outreach Process for Planning Our City Together Projects
- Placeholder: Community Contact List (dynamic; updated as process proceeds)
- Placeholder: Public Participation Record & Activities Status Report (to be added at end of process)



ENVISION SEATAC 2044

Community Demographics Summary

Draft, October 12, 2023

Summary

In the context of the Seattle Metropolitan Statistical Area (MSA),¹ the City of SeaTac's (the City's) residential population has significantly more racial and linguistic diversity, proportionately more renters, more challenges paying for housing or healthcare, less educational attainment, and lower household incomes. The purpose of this memo is to highlight these and other demographic traits that differentiate SeaTac's residents from those of the region. The primary source of these statistics is the five-year estimate of the 2021 American Community Survey (ACS).

Study Area Key Statistics

- White alone population: 32%
- Speak English less than very well: 24%
- Persons per household: 2.7
- Age 25+ with no high school diploma: 16%
- Foreign born population: 39%
- Residents who live alone: 33%
- Renters: 51%
- Housing Cost Burdened: 40%

Introduction

The City's population, as of April 2023, was approximately 31,740, according to the Washington State Office of Financial Management (OFM).² This was the second consecutive year of a marginal population decrease, though it has increased by about one percent overall since 2020. And while the average household sizes are similar between the two geographies, the City has higher proportions of single-person households (33 percent, compared to 27 percent) and households of four or more (28 percent, compared to 23 percent).³ SeaTac's average household size increased slightly, from 2.53 to 2.66 people per household, proportionally similar to an increase seen throughout the region. Households featuring married couples are significantly

¹ The US Census Bureau defines the MSA as King, Pierce, and Snohomish Counties.

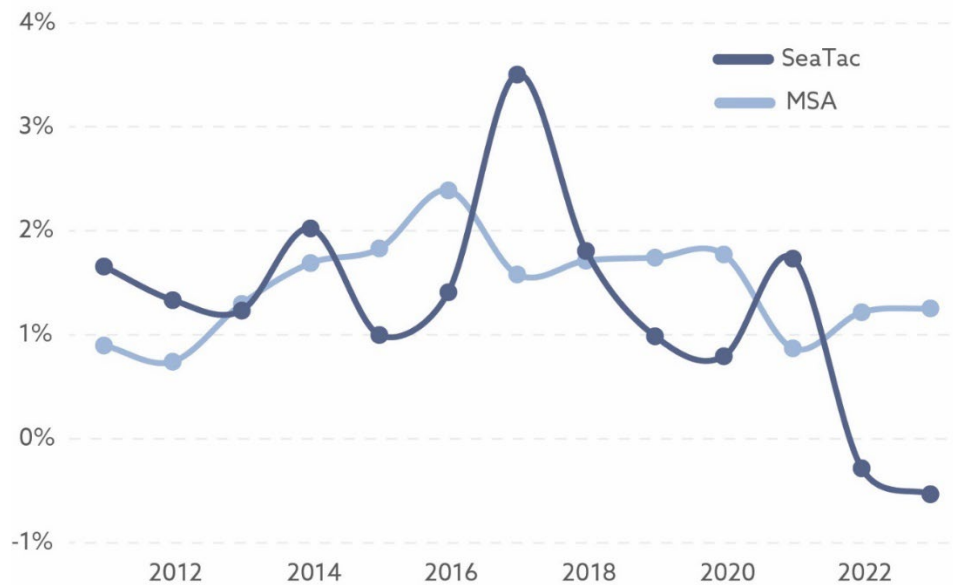
² Washington State Office of Financial Management (OFM), April 1 official population estimates, April 2023, retrieved from <<https://ofm.wa.gov/washington-data-research/population-demographics/population-estimates/april-1-official-population-estimates>>

³ U.S. Census, ACS Five-Year Estimates 2021 – Table B25010: Household Size, April 2021.

less common in SeaTac, with 39 percent identifying as such, compared to 50 percent in the MSA.⁴

Annual Population Growth (%) 2011-2023

As of 2023, SeaTac has approximately **31,740 residents**. The population has decreased marginally for the last 2 years, though the City's population has **increased** by about **1% overall since 2020**.



Race and Ethnicity

The City stands out in the region as particularly diverse in terms of race and ethnicity. While the majority of MSA residents are white and not Hispanic or Latino (about 61 percent), the same can be said of only 33 percent of SeaTac residents.⁵ Conversely, City residents are about 22 percent Black or African American and 22 percent Hispanic or Latino, proportionately much higher than that of the MSA (six and 11 percent, respectively). The City also has higher proportions of Native Hawaiian and Other Pacific Islander, American Indian or Alaska Native, and residents of “some other race.”

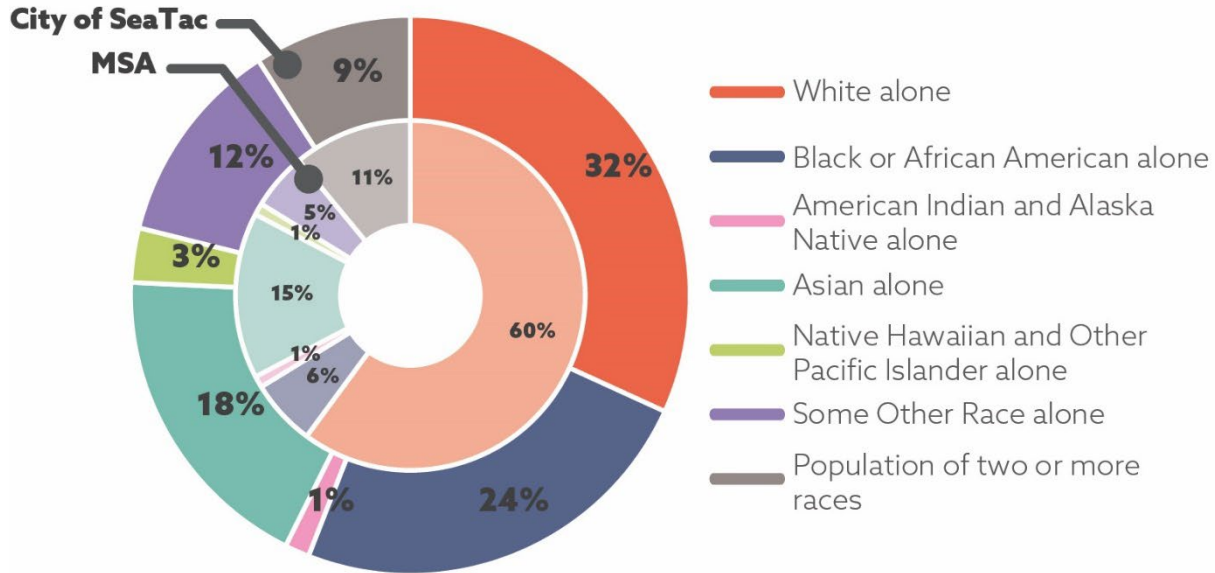
⁴ U.S. Census, ACS Five-Year Estimates 2021 – Table B11012: Household Type, April 2021.

⁵ U.S. Census, ACS Five-Year Estimates 2021 – Tables B02001 and B03002: Race and Ethnicity, April 2021.

Nearly 39 percent of SeaTac’s residential population is foreign born, roughly double the proportion of foreign born residents throughout the MSA.⁶ Many of these residents were born in Ethiopia (seven percent of all residents), Somalia (four percent), and Mexico (six percent).

Race Distribution in SeaTac and the Metropolitan Statistical Area

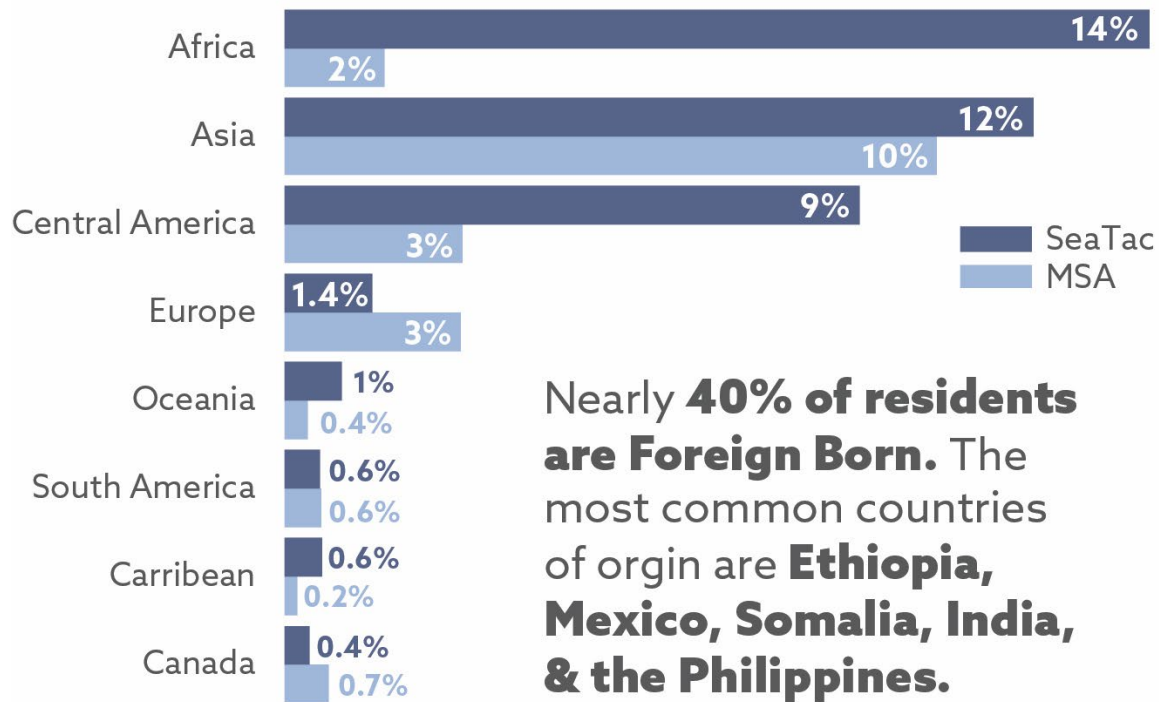
There are **far fewer** residents in SeaTac who identify as **White alone** than in the Metropolitan Statistical Area.



Nearly **a quarter** of residents identify as **Black or African American alone**.

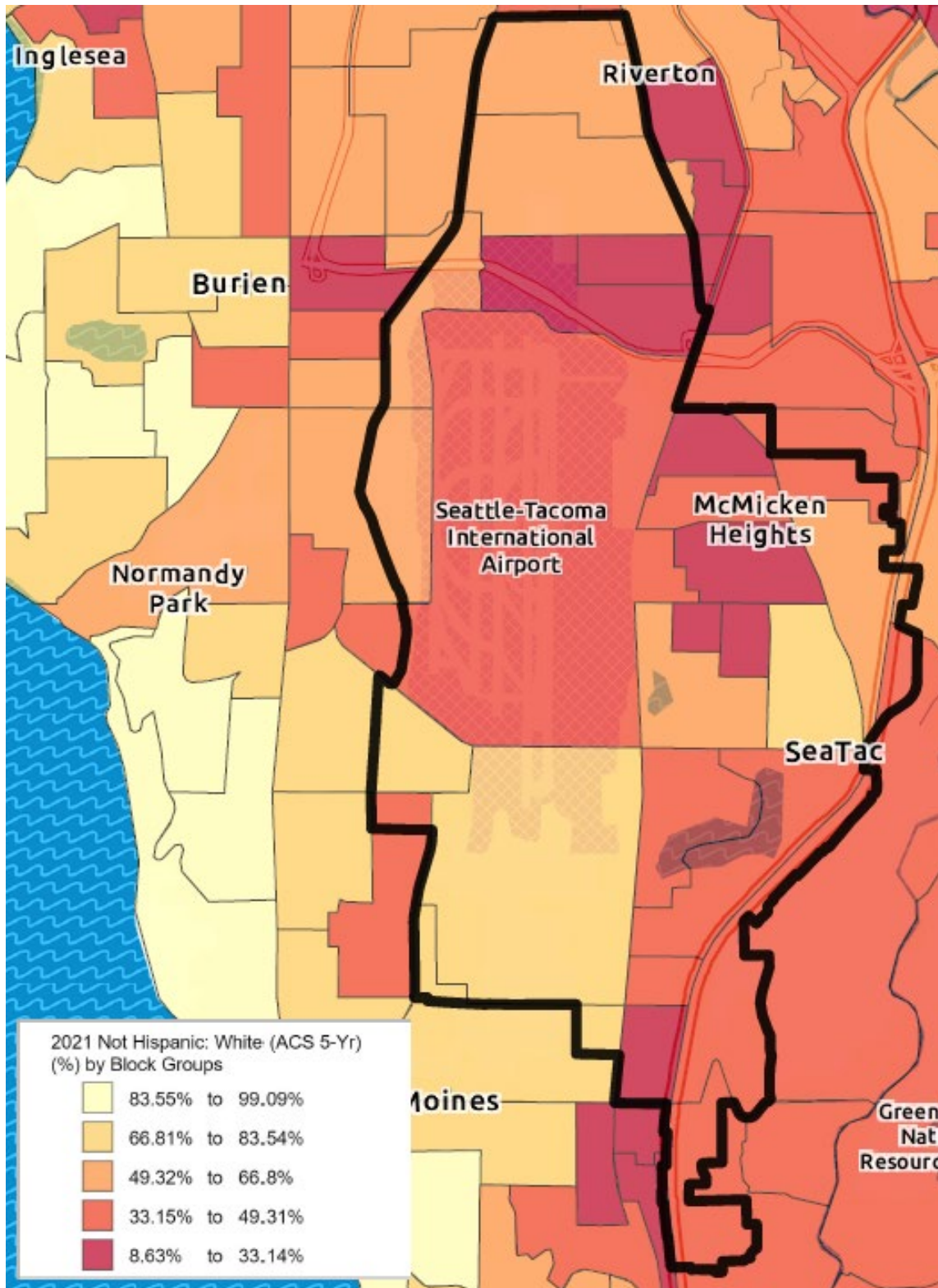
⁶ U.S. Census, ACS Five-Year Estimates 2021 – Table B05002: Place of Birth, April 2021.

Foreign Born Population in SeaTac and the Metropolitan Statistical Area



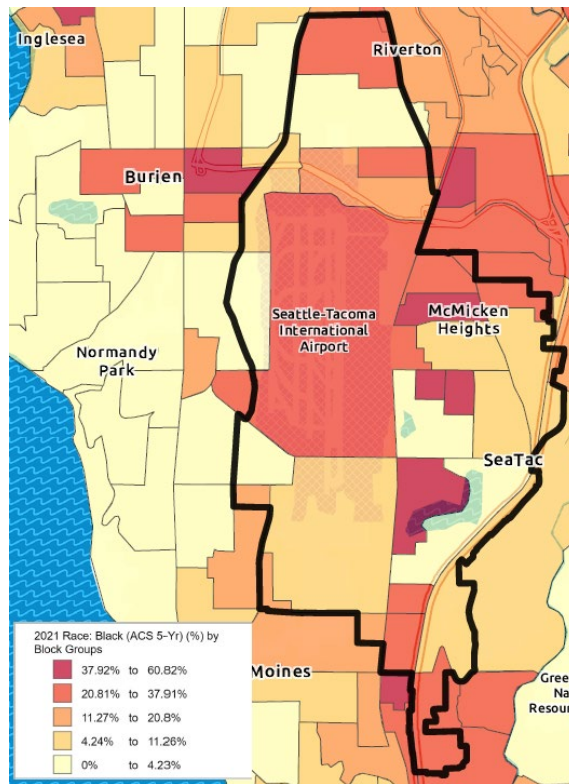
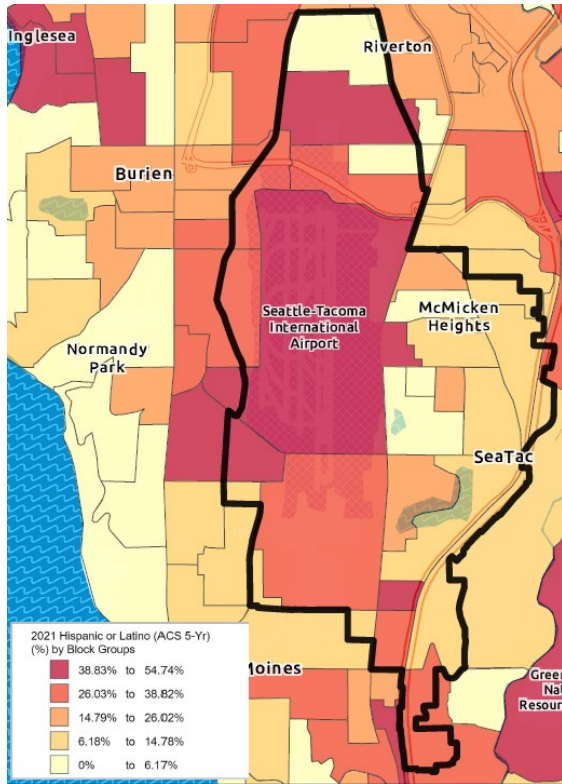
Nearly **40% of residents are Foreign Born.** The most common countries of origin are **Ethiopia, Mexico, Somalia, India, & the Philippines.**

Race and Ethnicity by Block Group



Hispanic / Latino Pop. by Block Group

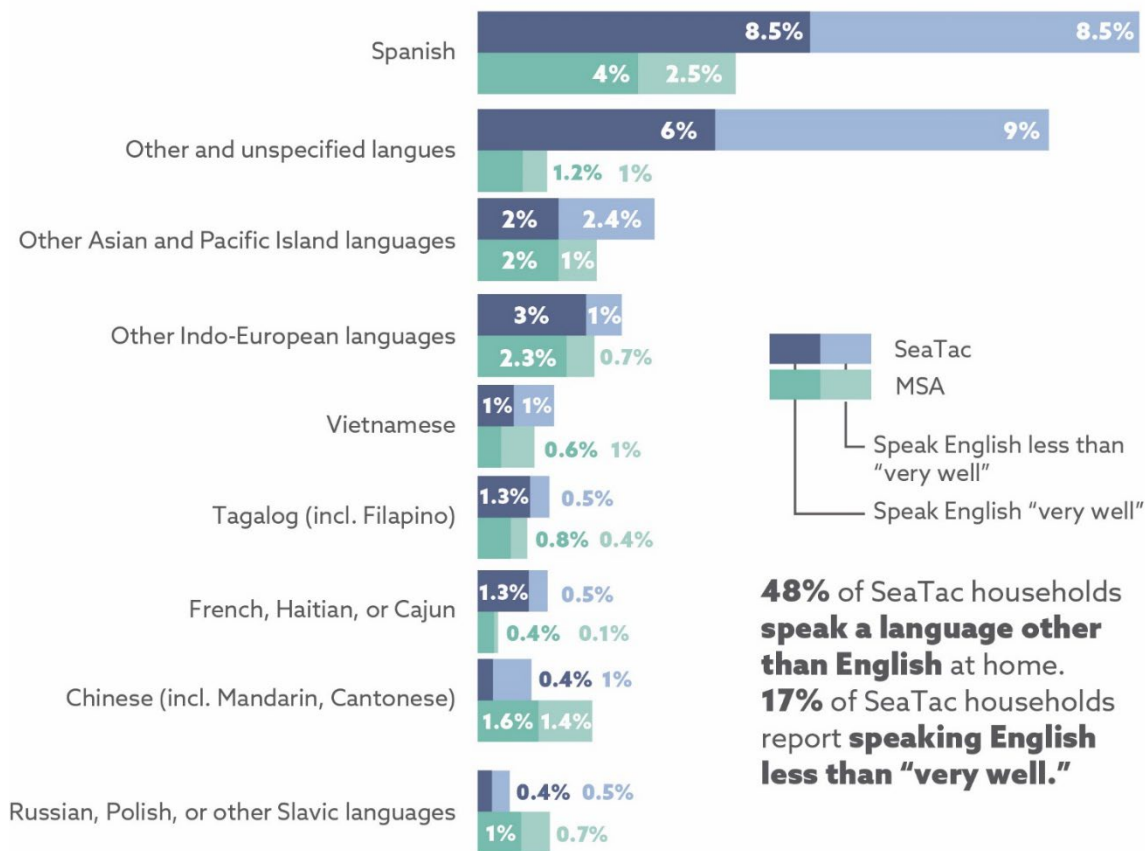
Black / African American Pop. by Block Group



Language

About 52 percent of SeaTac residents speak English at home, far less than the rest of the region with about 76 percent doing so throughout the MSA.⁷ The second most common language in the City is Spanish, with 17 percent of residents speaking it at home, compared to only seven percent in the MSA. Nearly 15 percent of City residents speak languages that fall under the Census Bureau’s “other” category (only two percent in the MSA). Looking at recent microdata from West Central King County (SeaTac, Burien, Tukwila, and White Center), it appears likely that Somali and Amharic are among the most commonly spoken languages in SeaTac that fall under this category.⁸⁹ Approximately 24 percent of SeaTac residents identify themselves as speaking English “less than ‘very well,’” more than double that of the MSA (nine percent).

Language Spoken at Home in SeaTac and the Metropolitan Statistical Area



⁷ U.S. Census, ACS Five-Year Estimates 2021 – Table C16001: Language Spoken at Home, April 2021.

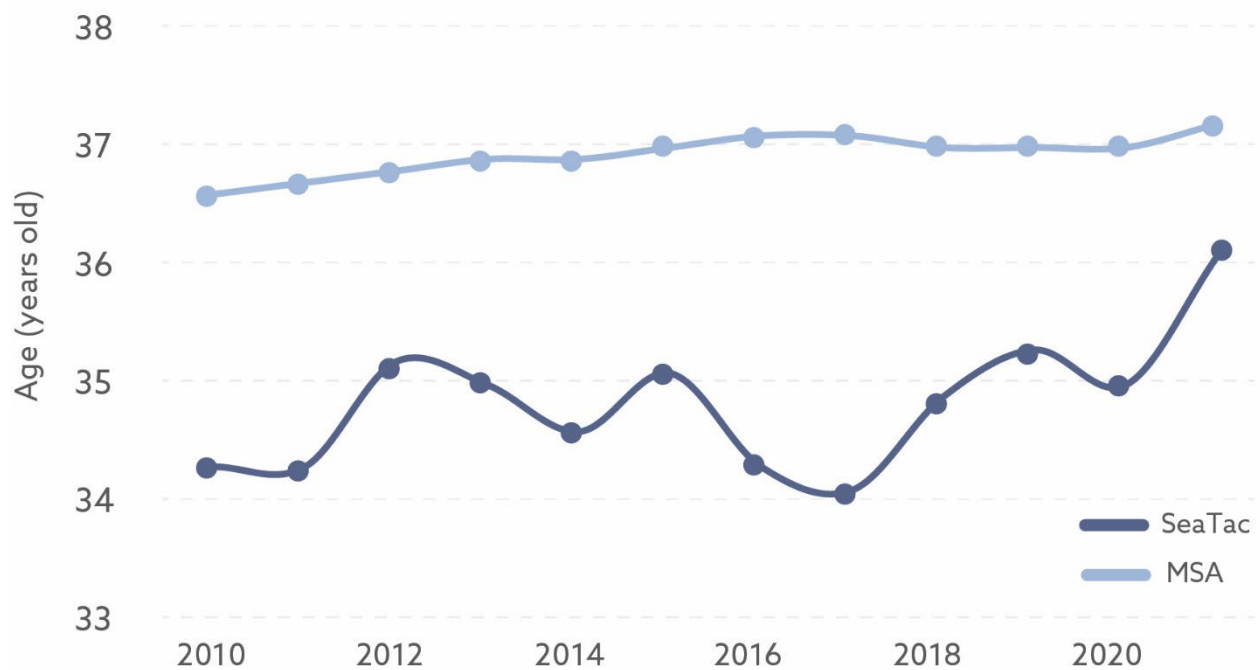
⁸ U.S. Census, PUMS Microdata 2021, April 2021.

⁹ As of the 2020 ACS, 3.2% of West Central King County residents spoke Somali at home, and 2.0% spoke Amharic.

Age

The City’s age distribution is similar to that of the MSA. SeaTac’s median age is 36, compared to the MSA’s 37.¹⁰ The City has marginally higher (less than one percent higher) proportions of children and residents between the ages of 18 and 34, while the MSA has a just over one percentage point higher proportion of residents over the age of 64. Notably, the City’s median age has increased by nearly two years since 2010, while that of the MSA has increased by less than one.

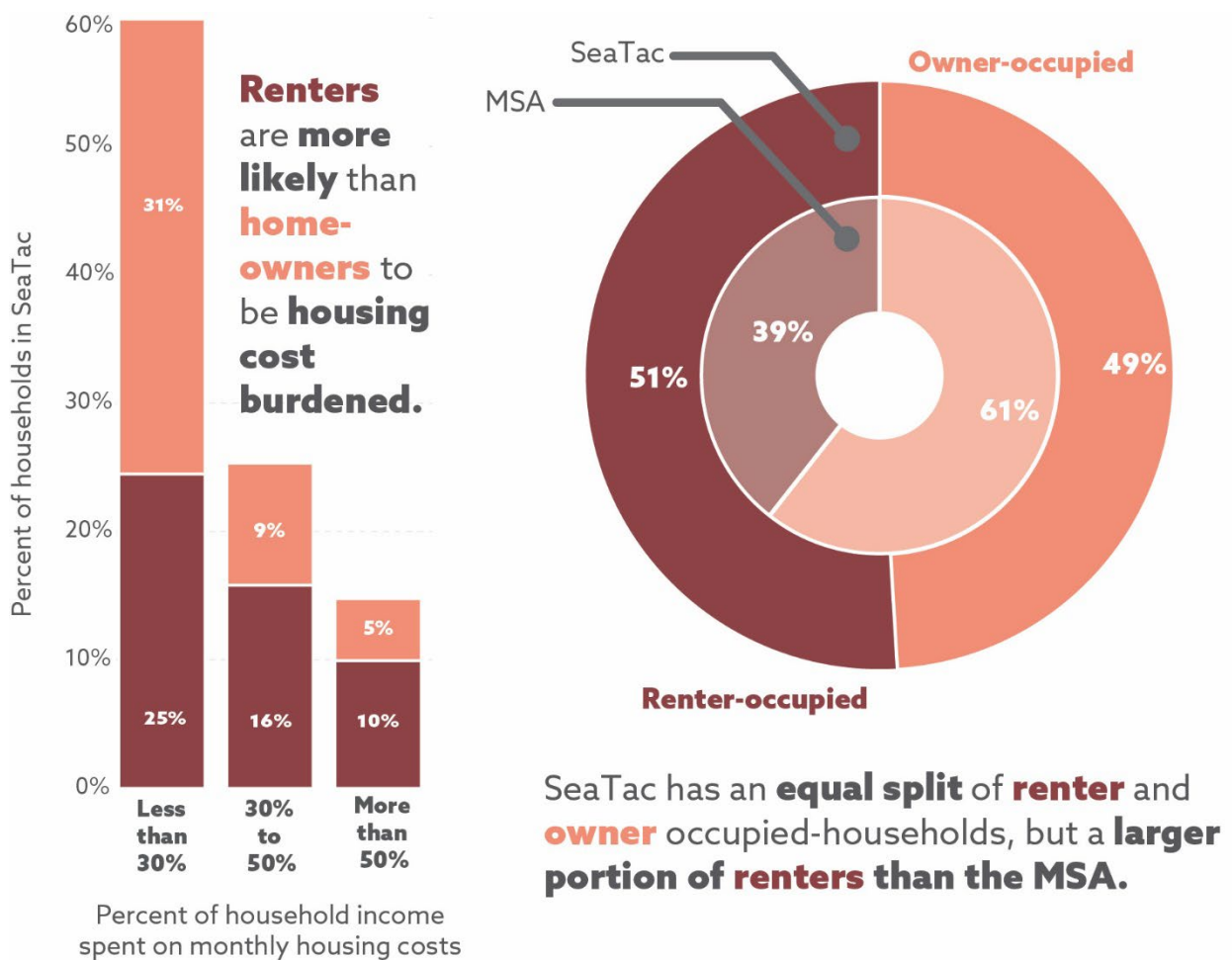
Median Age Over Time (2010-2021) in SeaTac and the Metropolitan Statistical Area



¹⁰ U.S. Census, ACS Five-Year Estimates 2021 – Table B01001: Age, April 2021.

Housing and Households

SeaTac’s housing statistics are different from those of the region in several ways. A majority of the City’s households rent their housing (51 percent) while only 39 percent are renters in the MSA.¹¹ The City’s households also more frequently experience housing cost burden, defined by U.S. Department of Housing and Urban Development as spending more than 30 percent of their gross income on housing costs. About 40 percent of SeaTac households experience this condition, while only 34 percent do so throughout the MSA.¹² Roughly 73 percent of households earning less than the median household income experience housing cost burden in SeaTac, while the same can be said for roughly 60 percent in the MSA.

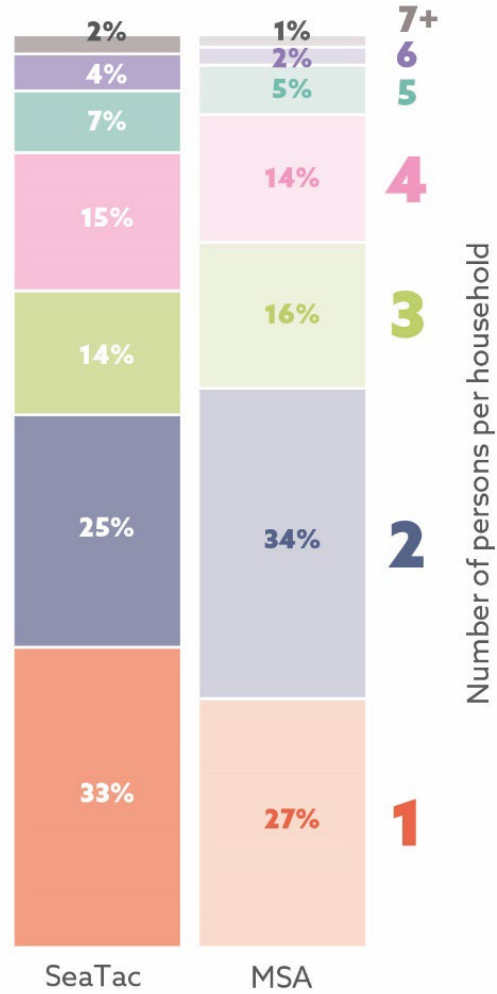


¹¹ U.S. Census, ACS Five-Year Estimates 2021 – Table B25003: Housing Tenure, April 2021.

¹² U.S. Census, ACS Five-Year Estimates 2021 – Tables B25074 and B25095: Household Income by Gross Rent as a Percentage of Household Income and Household Income by Selected Monthly Owner costs as a Percentage of Household Income, April 2021.

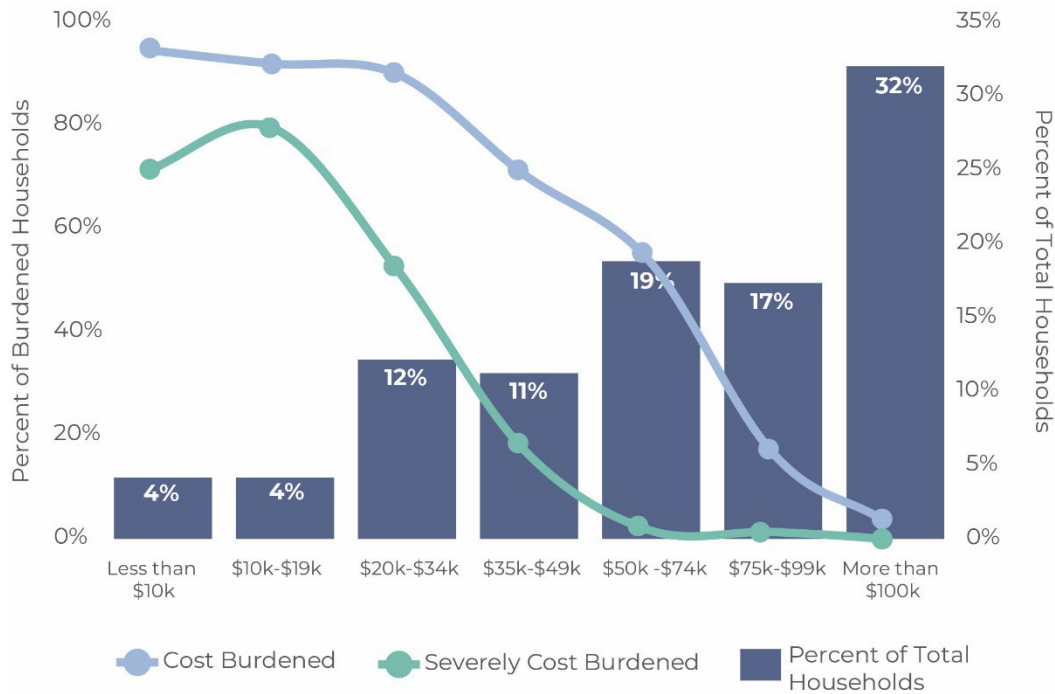
Housing Size for SeaTac and the Metropolitan Statistical Area

SeaTac residents are **more likely to live in a 4 or more person household** when compared to the rest of the MSA.



Housing Burden by Income Bracket

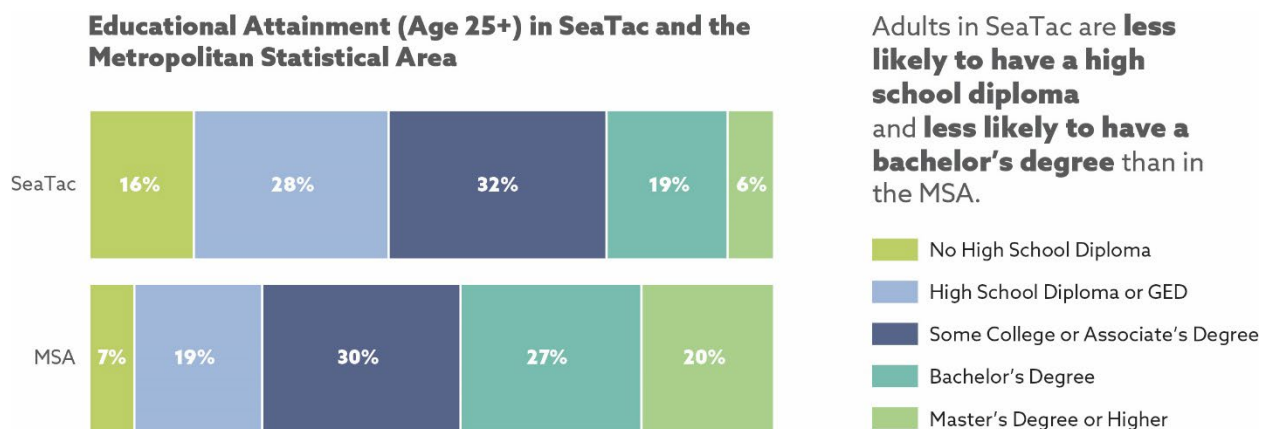
About **40% of SeaTac’s households are cost burdened or severely cost burdened**. Roughly 73% of SeaTac households earning less than the median household income (\$73,540) are housing burdened, compared to roughly 60% in the MSA.



Education

Educational attainment outcomes for residents aged 25 years and over are notably different between the City and the MSA. While seven percent of MSA residents in this age group don’t have a high school diploma or GED, about 16 percent of City residents are in this category.¹³ And while 44 percent of MSA residents have a bachelor’s degree or higher, only about 24 percent of City residents have such a degree. About 20 percent of MSA residents attended some college without obtaining a degree, while about 23 percent of City residents have achieved this level of formal education.

¹³ U.S. Census, ACS Five-Year Estimates 2021 – Table B15003: Educational Attainment, April 2021.



Income

Annual household incomes in the City are generally lower than those of the MSA. The City's median income (about \$74,000) is more than \$20,000 less than that of the MSA (\$98,000), while the City's mean (\$86,000) is even further below that of the MSA (\$131,000).¹⁴

Referencing these geographies' income distributions, these gaps are primarily attributable to the fact that about 17 percent of MSA households make more than \$200,000 annually, while the same can be said for only five percent of households in the City. About 11 percent of City households are below the poverty level, while about eight percent of MSA households are in this same category.¹⁵ Approximately 24 percent of SeaTac households draw on social security income and about 12 percent receive food stamps.^{16,17} About nine percent do not have internet access.¹⁸

¹⁴ U.S. Census, ACS Five-Year Estimates 2021 – Table B19013: Median Household Income in the Past 12 Months, April 2021.

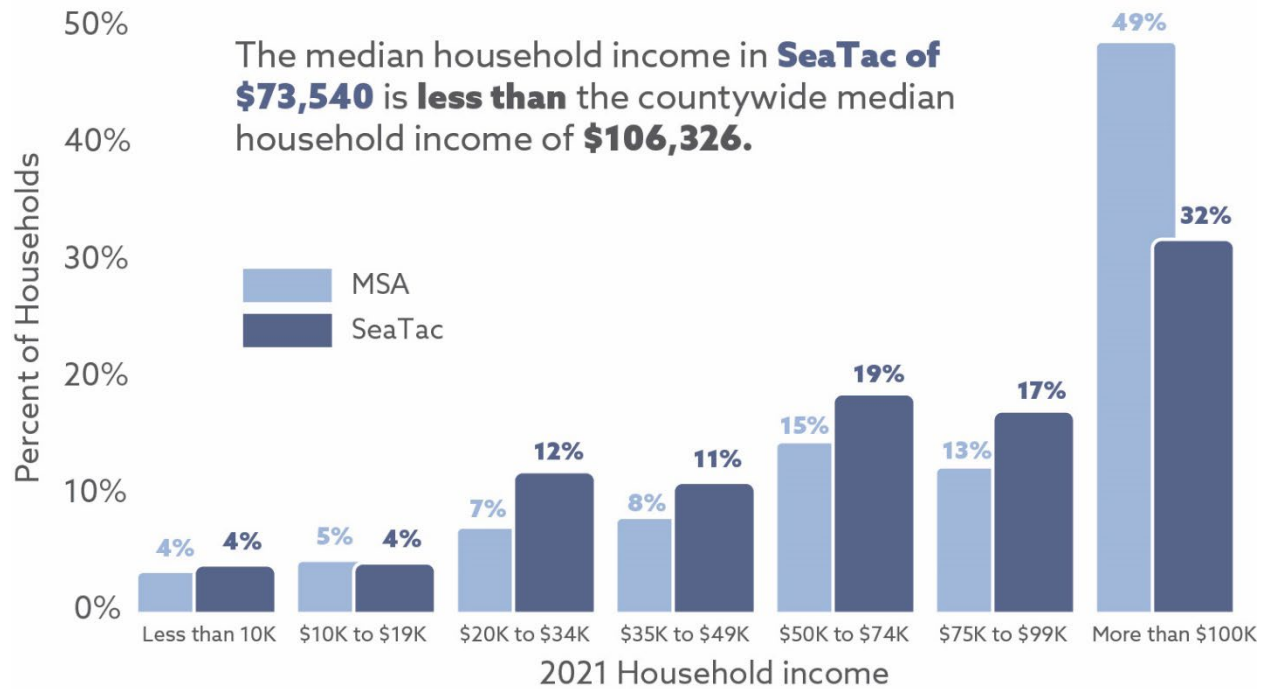
¹⁵ U.S. Census, ACS Five-Year Estimates 2021 – Table B19055: Population with Income Below Poverty Level, April 2021.

¹⁶ U.S. Census, ACS Five-Year Estimates 2021 – Table B19055: Social Security Income Households, April 2021.

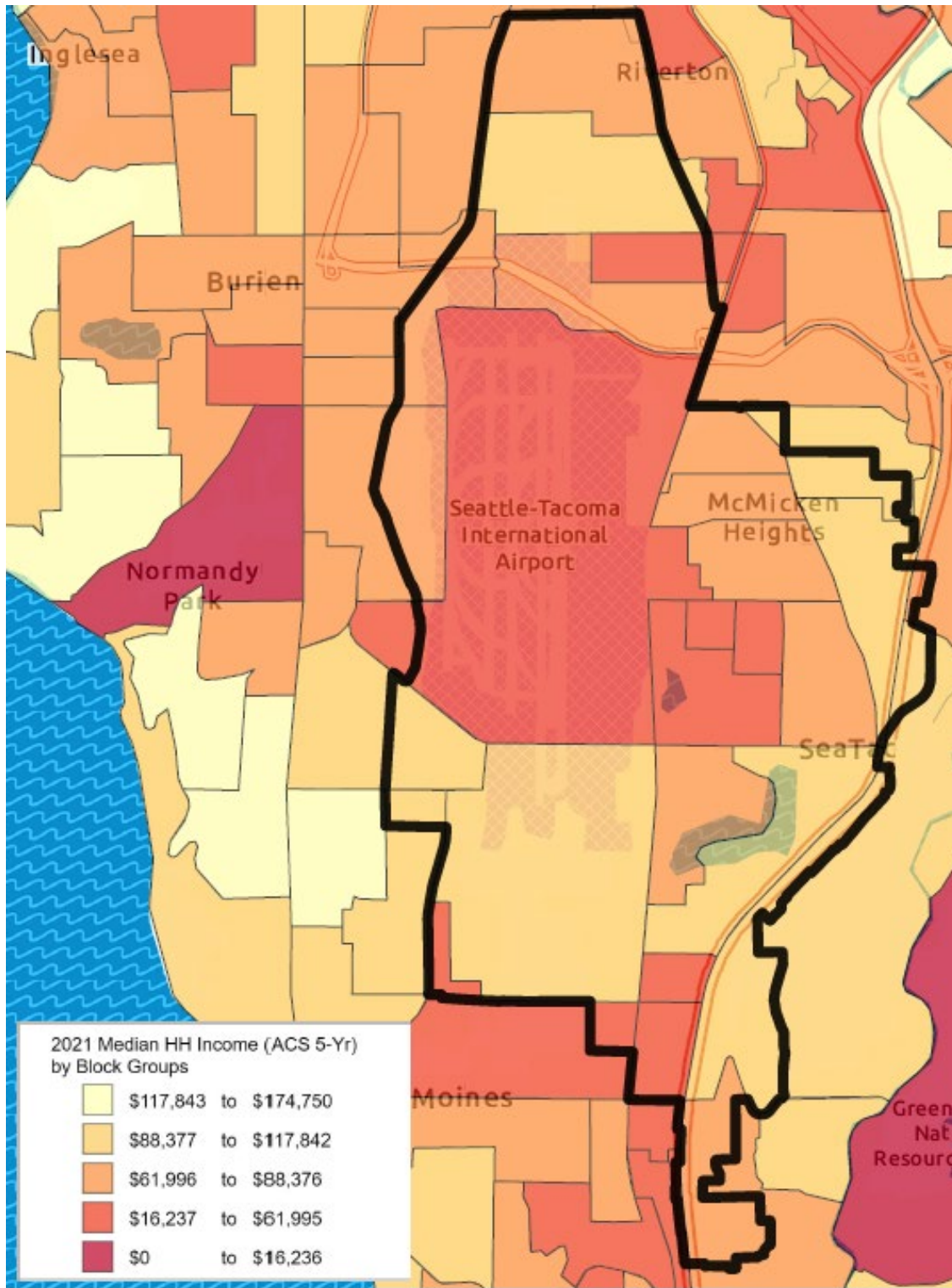
¹⁷ U.S. Census, ACS Five-Year Estimates 2021 – Table B22010: Receipt of Food Stamps in Past 12 Months, April 2021.

¹⁸ U.S. Census, ACS Five-Year Estimates 2021 – Table B28002: Internet Subscriptions in Household, April 2021.

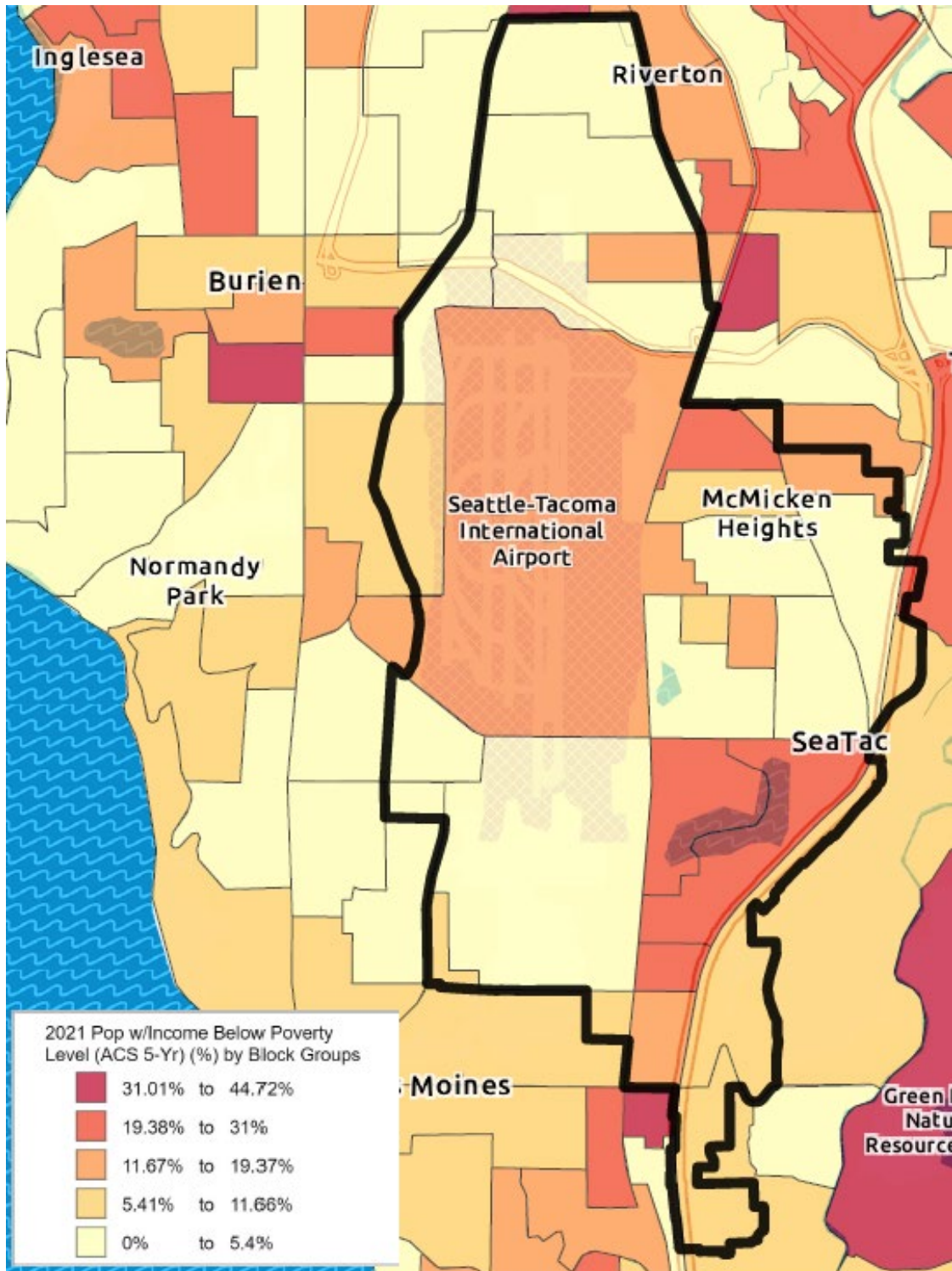
Annual Household Income for SeaTac and Metropolitan Statistical Area



Median Household Income by Block Group



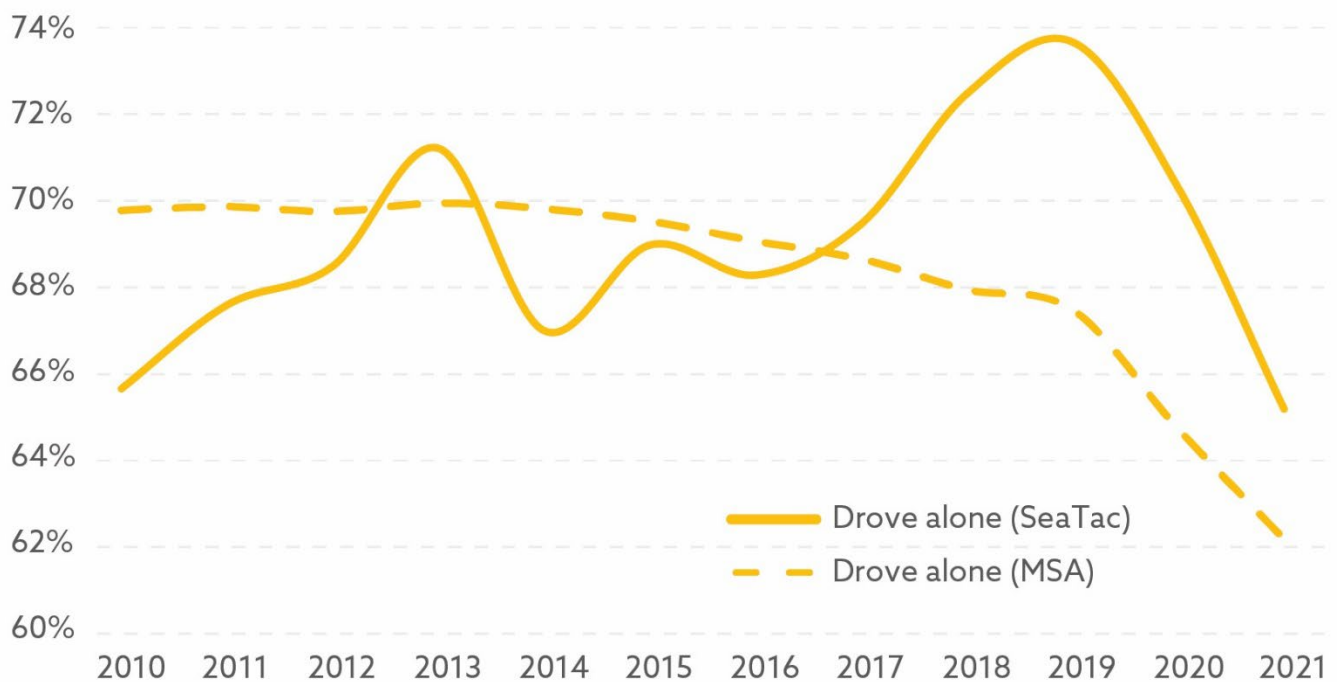
Population Below Poverty Level by Block Group



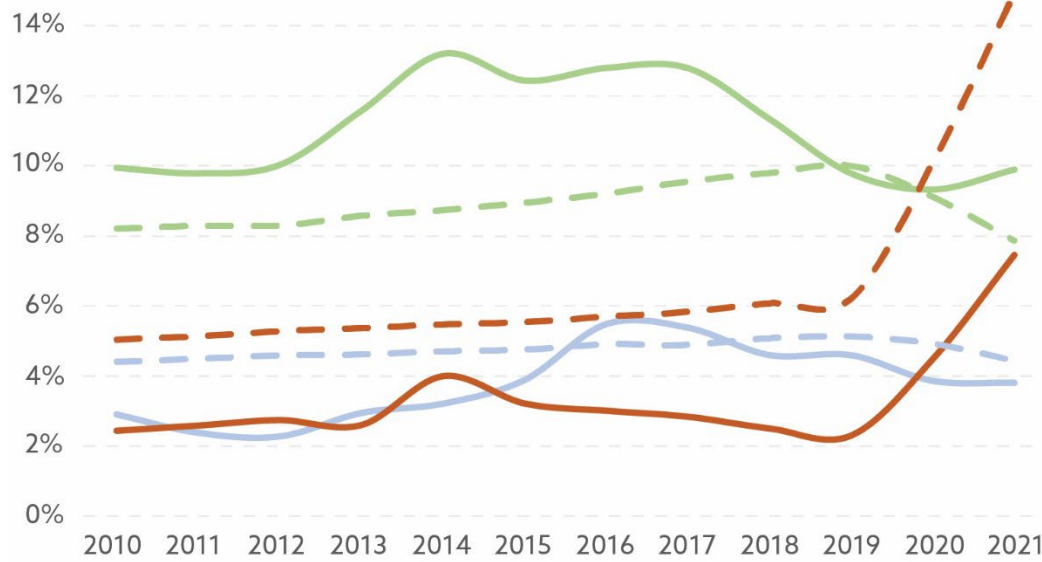
Commute

SeaTac residents' commute habits are a slightly more diverse than those of the region, mostly due to having a significantly smaller population working from home. About 65, 12, and 10 percent of City residents drive alone, carpool, and take public transportation to work, respectively. These are each two-to-three percentage points higher than in the MSA. The most significant difference is that less than eight percent of City residents work from home, while the same can be said for nearly 15 percent of residents throughout the MSA. From 2010-2019, the rate of SeaTac residents driving alone to work increased by almost eight percentage points, while it decreased by two points in the MSA.

Driving Alone to Work in SeaTac and the Metropolitan Statistical Area



Means of Transportation to Work in SeaTac and the Metropolitan Statistical Area (excludes driving alone)



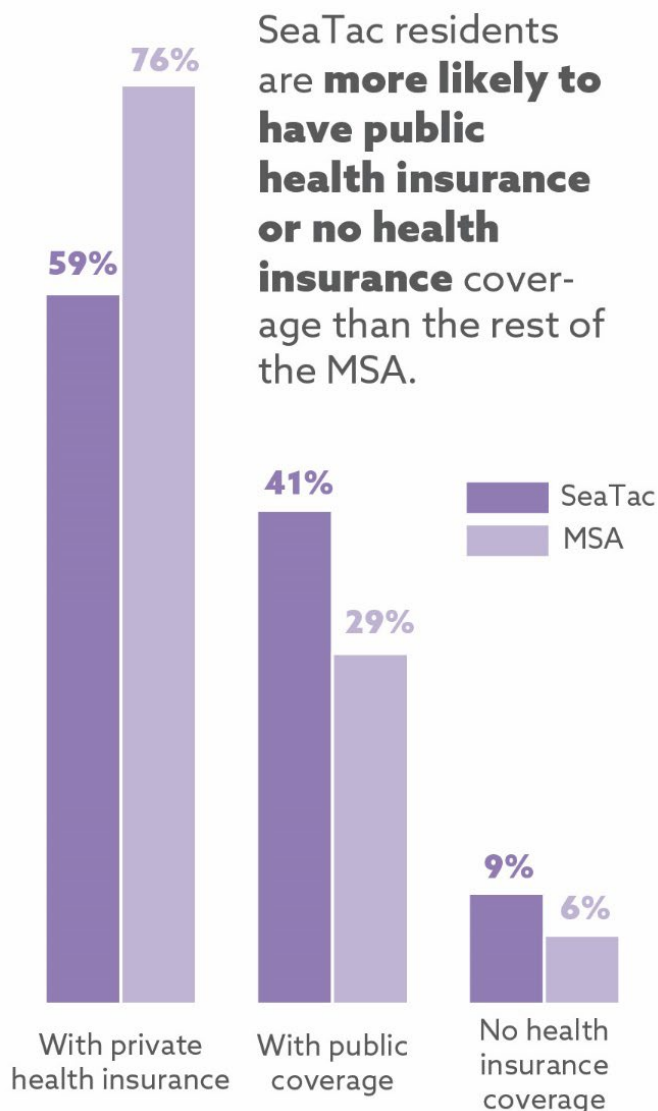
SeaTac residents are almost **half as likely to work from home** compared to the MSA. SeaTac residents are **more likely to take public transit** compared to the MSA.



Healthcare

About nine percent of City civilians are without health insurance coverage, a few percentage points higher than in the MSA (six percent).¹⁹ This difference is exacerbated for those living in households with incomes No 20 percent in the MSA. Public health insurance is also more common throughout the City, with about 41 percent of civilians utilizing this service, compared to 20 percent in the MSA.

Health Insurance Coverage in SeaTac and the Metropolitan Statistic Area



¹⁹ U.S. Census, ACS Five-Year Estimates 2021 – Table B27015: Health Insurance Coverage by Income, April 2021.

COMMUNITY LIAISON (CL) & COMMUNITY BASED ORGANIZATION (CBO) TARGETED OUTREACH PROCESS FOR PLANNING OUR CITY TOGETHER PROJECTS

October 12, 2023

Background

To ensure equitable, inclusive, and representative community engagement, SeaTac’s “Planning Our City Together Projects” (City Center/Airport District Subarea Plan, Envision SeaTac 2044 Comprehensive Plan Update, and Transportation Master Plan Update projects) intend to work with Community Liaisons (also known as “trusted advisors”) and Community Based Organizations (CBOs) to help access and get input from traditionally under-represented and hard-to-reach communities. The City successfully utilized Community Liaisons in two past planning efforts including the Angle Lake Station Area planning process, and in a joint Planning/Parks and Recreation project to help identify a location for the City’s first community garden and facilitate feedback on proposed urban agriculture zoning regulations. In both of these projects, the City contracted with Community Based Organizations (CBOs) that used their staff, or individuals they identified in the local community, to act in the role of Community Liaisons.

CLs & CBOs in City Center/Airport District Subarea Plan Project

The original and amended scopes of work for the subarea plan project anticipated the use of up to ten total Community Liaisons to help accomplish project goals related to ensuring outreach to and engagement with traditionally marginalized and/or hard-to-reach communities.

CLs & CBOs in Envision SeaTac 2044 Comprehensive Plan Update Project (including Transportation Master Plan (TMP) Update Project)

A key goal of the Envision SeaTac 2044 Project is to ensure inclusive, equitable, and representative public participation in updating the City’s growth and development vision and policies. The Envision SeaTac 2044 project is also scoped to undertake the same type of engagement for the TMP update project. The Envision 2044 project identifies the use of Community Liaisons as an important outreach technique and anticipates leveraging the City Center/Airport District Subarea Plan Community Liaison efforts or working on equivalent outreach strategies to facilitate inclusive and representative citywide input.

Purpose of Engaging with Community Liaisons & CBOs for Targeted Outreach

Community Liaisons (CLs) are people who are actively involved in their communities and want to serve as a bridge between a City and its residents. CLs help reach people who may not otherwise know about decisions or policies the City is considering that may affect their daily

COMMUNITY LIAISON (CL) & COMMUNITY BASED ORGANIZATION (CBO) TARGETED OUTREACH PROCESS FOR PLANNING OUR CITY TOGETHER PROJECTS

October 12, 2023

lives, including but not limited to families with children, BIPOC communities, those who are non-English speakers or those who primarily speak languages other than English at home. CLs often have language skills and cultural or local community knowledge not possessed by City staff.

While CLs are sometimes individuals who work with the City directly, Community Based Organizations (CBOs) may also work with the City to help identify CLs and guide their work. Project staff may also collaborate and work with CBOs to develop outreach strategies and/or provide guidance on project-related tasks.

- **Project CL/CBO Work to Date:** Project staff has been working to recruit and contract CLs, either as individuals or as part of Community Based Organizations (CBOs). Specific goals are to identify CLs who are connected to and part of underrepresented communities, including but not limited to Ethiopian, Somali, Vietnamese, and Latino communities. While some outreach to CBOs has been undertaken as part of the City Center subarea plan project, and some CBOs representatives participated in the City Center Community Design Workshop, project staff will continue discussions with local CBOs to better understand potential opportunities for collaborative work, including but not limited to Community Liaison style outreach.
- **Topics for CL Facilitated Input:** Both the City Center/Airport District subarea plan and Envision 2044 projects are planning for SeaTac and its neighborhoods to become more complete communities with infrastructure and amenities that enhance the quality of life as the City grows. As such, the projects are interested in understanding how people are feeling about their personal wellbeing and their neighborhoods and what improvements could be made to improve walkability and create better access to opportunities—transit/public transportation, parks, healthy foods, services, and other daily needs. CLs will help gather input about what people want to see in their neighborhoods, where there may be gaps in services, and help the City plan for future improvements.

Community Liaison Activities & Engagement Methods

CLs will be involved in multiple stages of the community engagement process including project trainings, assisting in the development of culturally appropriate materials and activities, and identifying methods to engage with various households and communities. Project activities undertaken by CLs may include:

- Attending project trainings

COMMUNITY LIAISON (CL) & COMMUNITY BASED ORGANIZATION (CBO) TARGETED OUTREACH PROCESS FOR PLANNING OUR CITY TOGETHER PROJECTS

October 12, 2023

- Assisting with the development of project materials and activities
- Providing language assistance (interpretation and translation)
- Undertaking surveying, or promoting online polls
- Staffing tables at community events
- Attending Planning Commission meetings
- Inviting community members to attend City-led workshops or meetings
- Hosting small group listening sessions or helping to facilitate at small and large meetings
- Organizing or assisting with neighborhood walking tours
- Other small-scale events

Language Needs

- Community liaisons should be multilingual and actively part of one of these primary communities: Vietnamese, Latino, Somali, Ethiopian.
- Community Liaisons should enjoy talking to people, asking questions, and sharing information.

CL Time Commitment

- Anticipated Duration of Services to be Provided: October 2023 – October 2024
- Approximately 8 hours per month (we will discuss and agree to a more specific schedule with CLs)

CL Compensation

- A per hour amount to be paid monthly (This cost may be adjusted after additional information is gathered from other cities in S King County and the region – Non-CL work with CBOs may be compensated differently.)
- Stipends to cover the cost of meals and childcare during evening meetings will be considered on a case by case basis.

Immediate Next Steps

- ~~Confirm attached “Potential CLs List” of individuals and CBOs who may be interested in working with City as, or in support of, CLs.~~
- ~~Contact Southwest Youth & Family Services (SYFS) staff at the New Futures Community Center (center serves population that lives in KCHA’s Windsor Heights Apartment) to better understand how to collaborate on project outreach.~~

~~COMMUNITY LIAISON (CL) & COMMUNITY BASED ORGANIZATION (CBO) TARGETED OUTREACH PROCESS FOR PLANNING OUR CITY TOGETHER PROJECTS~~

~~October 12, 2023~~

- ~~• Contact individual and CBOs on Potential CL list to confirm their interest.~~
 - ~~○ Contact individuals identified by City's Community Engagement Strategist from past City activities. (Kate)~~
 - ~~○ Contact interpreters who helped at the City Center/Airport District Community Design Workshops to gauge their interest. (Otak)~~
 - ~~○ Reach Out to CBOs that Attended City Center Workshops and/or Worked with City in Other Projects (Kate with assistance from Angel). Share information about potential CL activities and get input on how they might want to participate.~~

Work Plan

October 2023:

- ~~• Contact CBOs and potential CLs identified to date and invite them to work with the City on CL and/or other project activities. Potentially work with Southwest Youth & Family Services staff at New Futures/Windsor Heights to pilot CL facilitation of focus group and/or small meeting with apartment residents.~~
- ~~• Finalize outreach goals, work product, and potential activities for CLs in support of next steps for City Center/Airport District Subarea Plan project including:~~
 - ~~○ Targeted Outreach Goals: Facilitate outreach and/or engagement with apartment dwellers and BIPOC communities within the City Center/Airport District~~
 - ~~○ Work Product Goals: Input on complete community/access to opportunity goals for infrastructure and amenities to enhance quality of life and wellbeing in the subarea.~~
 - ~~○ Anticipated CL Activities: Facilitate focus groups and/or community meetings at three apartment complexes in the district (including Windsor Heights), and/or, gather input through surveying/interviewing individuals or small groups, other.~~
- ~~• Finalize CL training and outreach materials potentially including survey/interview/focus group questions.~~
- ~~• Hold Community Liaisons Orientation and Training (Otak and City to work jointly on this) Help facilitate at focus groups/community meetings at three apartment complexes in district, and potentially gather input on survey questions; supplemented with additional questions/prompts, as well as CP visioning questions.~~

~~COMMUNITY LIAISON (CL) & COMMUNITY BASED ORGANIZATION (CBO) TARGETED OUTREACH PROCESS FOR PLANNING OUR CITY TOGETHER PROJECTS~~

~~October 12, 2023~~

~~November 2023:~~

- ~~• Ongoing gathering of input related to initial survey questions; supplemented with additional questions/prompts, as well as CP visioning questions~~

~~January through October 2024:~~

- ~~• Have the CLs transition into gathering input around Round 3 questions for City Center/Airport District~~
- ~~• Continue to engage the CLs to support gathering input on the ongoing “Community Conversation” modules for the Comprehensive Plan and other questions/prompts/activities~~
- ~~• The CL work plan for the Comprehensive Plan will be flushed out in more detail jointly with the CLs.~~