

Rethinking Outreach and Engagement



City of Seattle
Department of Neighborhoods

Seattle Department of Neighborhoods (DoN)

Resolution 27709

1		RESOLUTION 27709	
2	A RESOLUTION establishing a Neighborhood Planning and Assistance Program for the City of Seattle.		
3	WHEREAS, in its review of the 1985-86 planning reorganization, the Seattle Planning Commission wrote a series of reports to the Mayor (November 25, 1985, March 20 and April 23, 1986) recommending that the City examine its role in neighborhood planning; and		
4	WHEREAS, Ordinance 113150 adopted by the City Council October 29, 1986 requested that the planning Commission conduct a study of the City's neighborhood planning functions and make a recommendation to the Mayor and Council by June, 1987 and authorized an agreement for \$40,000 in consultant services to assist the Commission; and		
5	WHEREAS, between November 1986 and June 1987 the Planning Commission held eight public meetings, additional meetings with individual organizations and City departments, and distributed 2,000 surveys asking what City services neighborhood viewed as most important; and		
6	WHEREAS, based on the consultant's study, discussions with the public and with City departments, and Commission deliberations, the Planning Commission submitted a recommendation on neighborhood planning and assistance to the Mayor and City Council July 16, 1987; and		
7	WHEREAS, the Land Use Committee reviewed the findings and recommendations of the Planning Commission held a public hearing thereon and recommends implementation of a neighborhood planning and assistance program, now therefore,		
8	BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SEATTLE:		
9	SECTION 1. OBJECTIVES		
10	In establishing the Neighborhood Planning and Assistance Program for Seattle the City Council seeks to achieve the following objectives:		
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within neighborhoods and to encourage the constructive settlement of disputes involving neighborhood groups, prospective developers and the City.
5. To facilitate communication between neighborhoods regarding common concerns.
SECTION 2. PROGRAM
The July 16, 1987 recommendations of the Planning Commission on neighborhood planning and assistance are hereby adopted consistent with the programmatic actions in Attachment A to this resolution.
SECTION 3. 1988 BUDGET
Final 1988 budget decision having to do with neighborhood planning and assistance shall occur as part of the regular 1988 budget process.
ADOPTED by the City Council of the City of Seattle this <u>26th</u> day of <u>October</u> , 1987, and signed by me in open session in authentication of its adoption on: <u>26th</u> day of <u>October</u> , 1987.
<u>Virginia Gale</u> Pro Tempore President of the City Council
Filed by me this <u>26th</u> day of <u>October</u> , 1987.
ATTEST: <u>Norward J. Brooks</u> City Comptroller and City Clerk

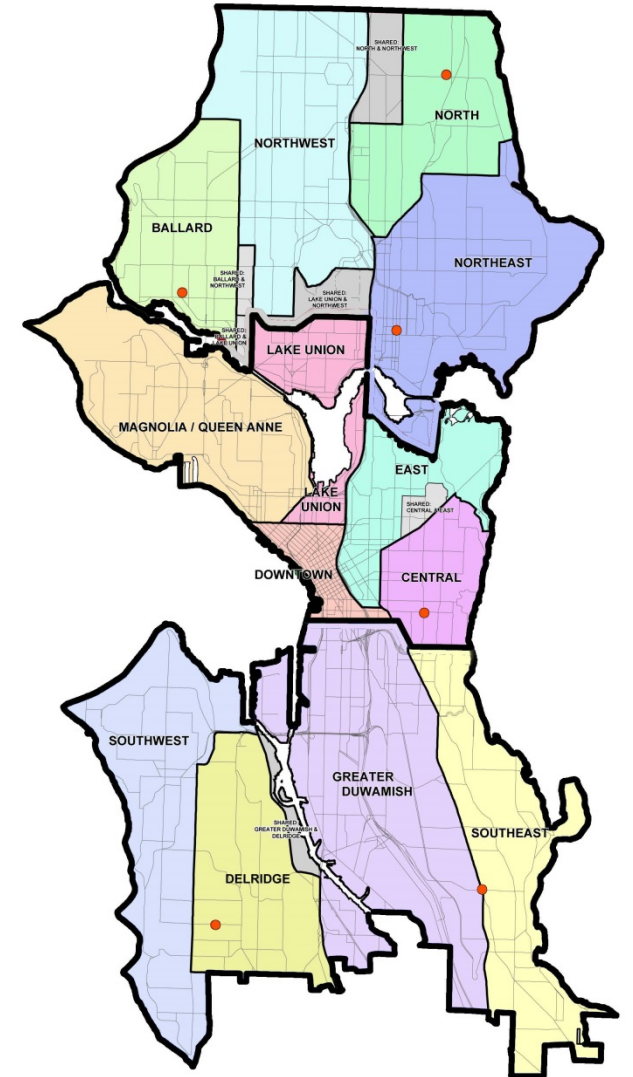
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Key Objectives:

- **To create a partnership between the City and its neighborhoods** in order to provide the neighborhoods with tools and resources for plans for planning and development which reflect their needs and values.
- To design City plans, regulations and programs to suit **the diverse character and development patterns** of the City's neighborhoods.
- To strengthen and **coordinate City departments' responses** to neighborhood problems and requests for help.
- To **foster cooperation and concerns among diverse interests** within neighborhood and to encourage the constructive settlement of disputes involving neighborhood groups, prospective developers and the City.
- To **facilitate communication** between neighborhoods regarding common concerns.

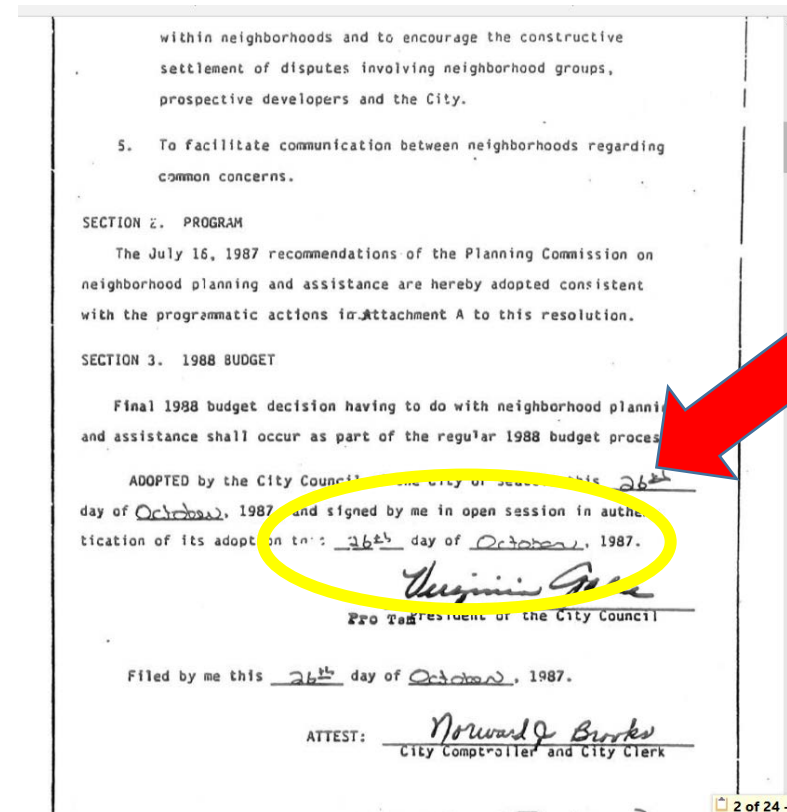
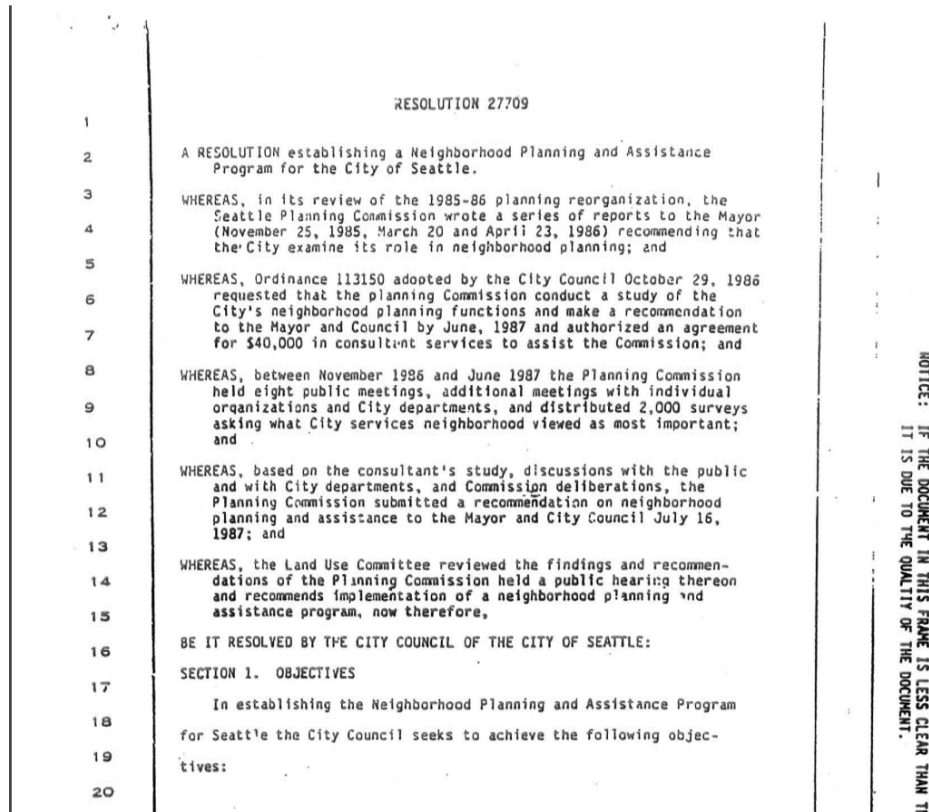
Key Actions:

- 12 community service catchments were created (later became 13)
- Each of these 13 areas would become a Neighborhood District.
- Each Neighborhood District shall have a District Council consisting of representatives of all community councils, and neighborhood business organizations within the district who wish to participate.

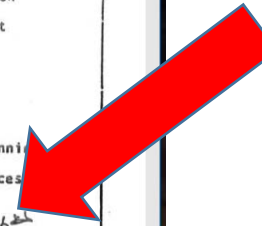


Seattle Department of Neighborhoods (DoN)

Resolution 27709



October 26, 1987
29 years ago today!



29 Years
What has changed?

29 years: This has changed



29 Years

What has not changed?

29 years: This has NOT changed

RESOLUTION 27709

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WHEREAS, in its review of the 1985-86 planning reorganization, the Seattle Planning Commission wrote a series of reports to the Mayor (November 25, 1985, March 20 and April 23, 1986) recommending that the City examine its role in neighborhood planning; and

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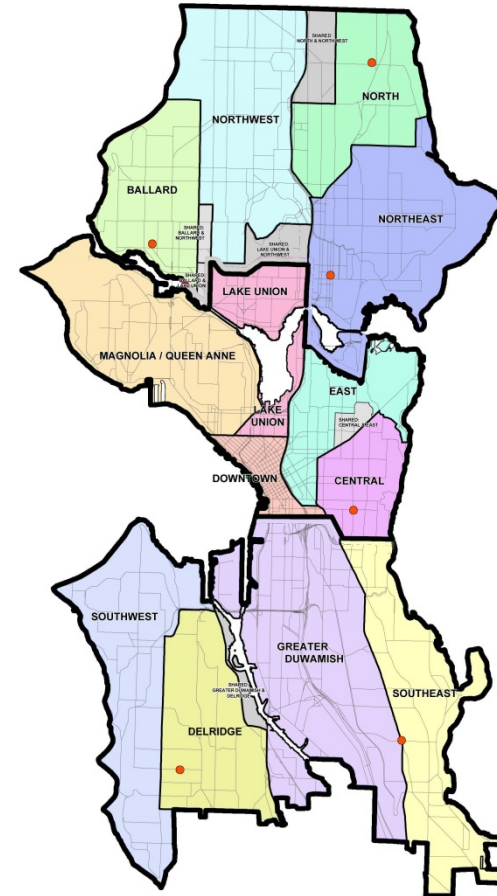
WHEREAS, the Land Use Committee reviewed the findings and recommendations of the Planning Commission held a public hearing thereon and recommends implementation of a neighborhood planning and assistance program, now therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SEATTLE:

SECTION 1. OBJECTIVES

In establishing the Neighborhood Planning and Assistance Program for Seattle the City Council seeks to achieve the following objectives:

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Mayor Ed Murray

GOAL: Redefine meaningful public involvement, in word and action, by broadening access points to city government that are effective, efficient and responsive.



“...we need to rebuild trust between our neighborhoods and City government. We are beginning a process to revitalize the Department of Neighborhoods...”

“Neighborhoods experiencing rapid growth and change should have access to the tools to plan for it, and the resources and amenities necessary to support it.”

“...and identify new ways for people to be involved in the decisions that affect their neighborhoods.”

Mayor Ed Murray

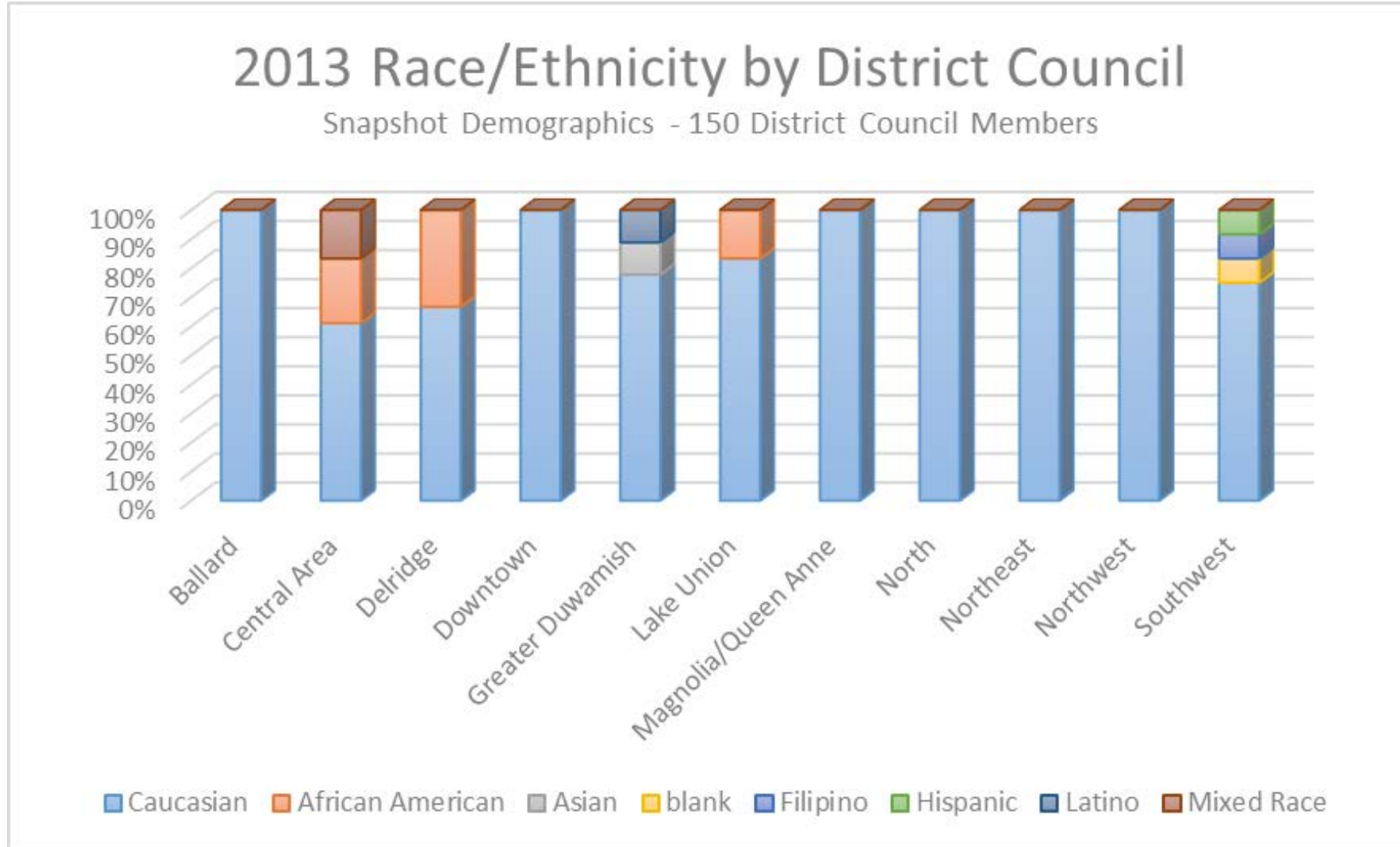
Community Development

- Creation of the Office of Planning and Community Development (OPCD) in 2016
- Reimagine planning AND implementation
- Consolidates strategic planning functions from across city departments into one single entity.

Community Engagement

- Re-envision the Department of Neighborhoods
- Reimagine outreach and engagement
- Appointed a new director in 2015
- Strengthening Seattle by engaging all communities.

Who we engage:



Executive Order

Executive Order 2016-06:

An Executive Order establishing public engagement and outreach principles and directing the Department of Neighborhoods to lead a citywide effort that results in the timely implementation by all City departments of equitable outreach and engagement practices that reaffirm the City's commitment to inclusive participation.

Key Principles:

By August 15, 2016, the Department of Neighborhoods shall initiate and lead an effort that directs all City departments to develop community involvement plans that make information and opportunities for participation more accessible to the public by implementing practices consistent with the following principles:

- **Improve and expand inclusive outreach and engagement**, as well as the creation of more equitable representative systems that are more reflective of, and accessible to, communities throughout the City of Seattle.
- Create **well-designed, responsive and culturally-relevant** public involvement plans.
- **Build community capacity** for meaningful participation and **authentic** outreach and engagement.
- Provide a **wide range of opportunities** for obtaining information and involvement in decision-making processes.
- Achieve **greater equity with meaningful involvement** of under-served and underrepresented communities.
- **Effectively and efficiently** manage the use of all resources, including community members' time.

And the result...



LOCAL GOVERNMENT

SUNDAY 17, JULY 2016

Celebration and anger as Seattle's neighborhood council system upended

Mayor Murray cuts ties with Seattle district councils

publicola Seattle's News Elixir

MORNING FIZZ

Murray's Executive Order Challenges Traditional Neighborhood Council Model

A year after failing to challenge Seattle's single-family zone status quo, Murray tries a different approach.

BY JOSH FEIT • 7/14/2016 AT 9:09AM



PubliCola @publicolanews

This meeting will address Mayor Murray's executive order to force neighborhood district councils to be more inclusive to minorities



Dustin Akers @DustinAkers

I am really into this message that @SeaNeighborhood is putting out there right now. #AdvancingEquitySEA



AFTERNOON EDITORIAL

Broadening the Definition of Neighborhood Leadership

Why?

“Successfully engaging the community in the process increases likelihood of public support and better outcomes.”

Rethinking...



Who we are engaging...snapshot

Race

- Asian: 0
- Black/African: 53
- Hispanic/Latino: 0
- Am. Indian/Alaska Native: 0
- White: 0
- Other (Middle Eastern): 1
- No response: 0
- TOTAL: 54

Housing

- Own: 7
- Rent: 29
- Other: 10
- Other: Shelter: 0
- Other: With Family or Friend: 3
- Other: Govt' Housing/Senior House: 3
- No Answer: 2
- TOTAL: 54

Snapshot *continued...*

“Before today, I have attended how many city meetings?”

- None/Never: 39
- 1 Time: 7
- 2 or more times: 6
- No Answer: 2
- **TOTAL: 54**

Language spoken at home:

- Amharic: 38
- Amharic/English: 3
- Amharic/English/Tigrinya: 2
- Amharic/ Sidamigna/English: 1
- Amharic/Arabic/Tigrinya/English: 1
- Amharic/Oromiffa/: 1
- Amharic/Somali/Oromiffa/Adare: 1
- Amharic/Oromiffa/Guragigna: 1
- Farsie: 1
- Somali: 5
- **TOTAL: 54**

“I like feeling that my voice counts.”

-Youth Voice, Youth Choice participant