

APPENDIX A
Public Involvement Plan



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U-Loo Public Involvement Plan

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Project Description

The U-District Partnership (UDP) in collaboration with the U-District Conversation on Homelessness (UDCH) is undertaking a feasibility study for one or more permanent public restrooms in the U-District. Given the lack of access to public restrooms in the neighborhood, the community has strongly advocated that the need for clean, safe, and easily accessible public restrooms is a public health necessity. The project aligns with the mission of the UDP to “make the U-District a better place to live, work, and play for the whole community”, and is funded by the City of Seattle’s Department of Neighborhoods (DON).

The approximate project timeline is July-December 2015, with broad community outreach and engagement expected to begin mid-October. Evaluation of the public involvement process is expected in late November, with technical review of potential sites and recommendations for next steps provided in early December.

Project Goals

Given the high visibility of this project, a significant level of public involvement is expected. Project funding requires a community “match”, in the form of volunteer labor hours, which will be a key component of the outreach process.

The goals for public engagement are:

1. Raise awareness that increased access to public restrooms for all members of the U-District neighborhood is a public health necessity.
2. Develop a network of broad community support for building a public restroom(s) in the U-District.
3. Actively solicit and consider community input on the best location(s) and design for new public restroom(s).
4. Work directly with the public throughout the process to ensure that issues and concerns are consistently understood and considered.
5. Implement best practices for broad and inclusive community engagement.
6. Achieve 367 hours of volunteer labor to meet matching fund obligations.
7. Host 10 tabling events at the Farmers Market, UW Bookstore and Bulldog News.

University District Key Stakeholders

- Business owners
- City Departments (HSD, SDOT, DPD, SPD, Parks)
- Faith communities
- Farmers Market
- Property owners
- Residents: Housed and Homeless
- Seattle Public Library's U-District Branch
- Service Providers including: ROOTS, Urban Rest Stop/LIHI
- Sound Transit and King Country Metro
- U-District Conversation on Homelessness
- U-District Parking Associates (UDPA)
- U-District Partnership
- U-District Rotary Club
- University Heights Center
- University of Washington - leadership, UWPD, staff, students
- Visitors/Customers

Roles and Responsibilities

Representatives from the UDP's Clean and Safe Committee (C+S) and UDCH will serve as the Steering Committee for the project. Steering Committee meetings will be held the fourth Tuesday of the month, at noon, at the University Heights Center. All meetings are open to the public. Elizabeth McCoury (elizabeth.mccoury@udistrictpartnership.org), Ruedi Risler (risler@u.washington.edu), and David McCracken (davidmcc@u.washington.edu) will serve as the Executive Committee.

The UDP will host a page on their website to serve as a repository for documents and will be the lead for posting project information. The project website will be found (www.udistrictpartnership.org) will include project maps, FAQ, meeting dates, agendas, notes, and summaries. The project's email address is theuloo2015@gmail.com.

Evelyn Jensen (ejensen@chacocanyoncafe.com) will act as volunteer coordinator and is responsible for contacting people with opportunities for times/dates for outreach events, tracking volunteer hours to meet the goals for matching funds, and reporting progress back to the Steering Committee.

The project manager and technical consultant is Dave Rodgers, SVR Design (daver@svrdesign.com). The public involvement consultant is Andrea Petzel, Broadview Planning (andrea@broadviewplanning.com or 206.709.9588).

The project is funded by a grant from the City of Seattle's Department of Neighborhoods (DON). Juan Martinez (juan.martinez@seattle.gov) is the primary City of Seattle staff contact.

Messaging

1. Clean, safe, readily accessible public restrooms are a public health necessity; we're working with the community to figure out where one or more should be located.
2. This planning effort is supported by the UDP and UDCH as part of the vision to create a vibrant and innovative district of students, entrepreneurs, major employers, talented workers, and diverse residents.
3. Meeting community need is critical, and this planning effort includes developing an operational agreement to ensure any facility is well managed, clean, and safe.

Outreach Approach

The project will adhere to the six essential strategies for inclusive engagement, as detailed in the City of Seattle's Inclusive Outreach and Public Engagement Guide:

1. Build personal relationships with the target population.
2. Create a welcoming atmosphere.
3. Increase accessibility.
4. Develop alternative methods for engagement.
5. Maintain a presence within the community.
6. Partner with diverse organizations and agencies.

A variety of outreach approaches will be used in order to meet these established best practices for achieving broad public participation, including presenting at community events, briefing local organizations and community leaders, communicating through blog posts and social media, updating the project's website, and hosting at least one community forum. Translation services for meetings and events will be provided as necessary. For outreach details, please see the outreach timeline at the end of this report.

Evaluation

All public engagement efforts will be documented and incorporated into a Public Involvement Evaluation report due at the end of November 2015. The evaluation will not only document stakeholder feedback, it will demonstrate thoughtful consideration of all input as a basis for forming recommendations on potential locations and designs.