

Appendix D: Communications Plan

Communications Plan

Purpose

The University of Washington is developing a ten-year Campus Master Plan that will guide the physical development of its Seattle campus from 2002-2012. This new plan will replace the current master plan, the General Physical Development Plan (GPDP), which runs through the year 2001. The GPDP will remain in effect until a new plan is adopted.

Involving the large and diverse group of constituents who have a vested interest in the future of the University is critical in developing a successful plan. This communications plan is designed to facilitate and encourage early, ongoing, and meaningful participation throughout the planning process.

This plan includes opportunities for participation to 1) accommodate the varying needs and desires of those who wish to participate and 2) reflect the wide range of interests and influences that will enhance the planning process and the ultimate success of the Campus Master Plan.

Audiences

The University's presence in the community extends far beyond its role as an academic institution. It is a nationally recognized center for research projects and medical services, a hub for cultural resources and events, and a recreational center for the community and the region.

Diverse audiences have a vested interest in the future of the University. The University will actively solicit and include (but not limit) the participation and input from the following individuals, groups, and organizations:

- Campus community (Students, Faculty, Staff, Board of Regents)
- Adjacent neighborhoods, communities, and businesses
- City of Seattle
- Sound Transit, METRO, Community Transit
- Local Governments
- General Public

Approach

The goal of the communications plan is to involve the campus and community at every stage of the planning process. The Master Plan will be developed in three major phases over two years. Those phases include 1) development of the vision and goals and analysis of the existing conditions on campus, 2) development of assumptions and alternatives and the Transportation Management Plan, and 3) development of a preliminary plan and Draft Environmental Impact Statement.

Once a preliminary plan and Draft Environmental Impact Statement (DEIS) are complete, they will undergo a City of Seattle and public review process as specified under a 1998 agreement between the City of Seattle and the University. The review process will include city and public reviews of the preliminary plan and Draft EIS, and final proposed plan and Final EIS (FEIS).

Public Involvement

Campus and community reviews will take place during each of three major phases of plan development. Each phase will begin with preliminary information gathering. Once input has been received from the campus and community, the information will be refined in response.

Informing Major Stakeholders

The University will produce communications materials throughout the planning process to keep audiences informed of progress, issues, and developments. Those materials will include:

- **Project Overview Brochure** - general distribution response to general inquiries
- **Newsletters** with project overview and updates - distributed with *University Week* and as a self-mailer to a list of interested groups and individuals prior to public meetings in each phase of the project or as needed
- **Fact Sheets** - distributed at public meetings and in response to inquiries as needed
- **Frequently Asked Questions (FAQ's)** - distributed at public meetings and in response to inquiries as needed
- **Preliminary Plan Brochure** - general distribution overview of preliminary Master Plan
- **Master Plan Web site** (<http://www.washington.edu/community/cmp.html>): Will provide general information, project newsletters, updates, fact sheets, documents, and FAQ's, etc., and information on how to submit comments
- **Media** -Use print and broadcast media to build general community awareness, disseminate information, and encourage public participation in the Campus Master Plan through media releases, meeting notification advertisements, and community calendars. Media markets and publications will include campus publications, community newsletters, neighborhood newspapers, and local/regional/national publications

General Mailings and Notices

The University will develop and maintain a database of stakeholders, organizations, and individuals interested in participating in the development of the Master Plan and mail communications materials to this list. The database will include:

- Campus community (committees, organizations, groups, and individuals)
- Adjacent neighborhoods and communities (including neighborhood and community groups and individuals)
- City of Seattle
- Local Governments
- Transportation Agencies
- Media
- General Public

To be added to the mailing list, write to:

Campus Master Plan
University of Washington
P.O. Box 351264
Seattle, WA 98195

Soliciting Responses

Throughout the planning process, responses from the campus and greater community will be solicited in ways designed to provide opportunities for meaningful two-way communication.

- Conduct briefings with stakeholders at each phase of the project and/or as needed.
- Develop and maintain interactive project Web site (<http://www.washington.edu/community/cmp.html>).
- Establish a dedicated Master Plan e-mail account to receive public comments and questions. (masterpl@u.washington.edu).
- Establish a Master Plan hotline with information on project status, upcoming events, and to receive public questions and comments. (206) 221-2811.
- Conduct public forums—meetings, open houses, workshops, etc. During key phases of the project, public meetings will focus on individual sectors of campus, thus allowing audiences to concentrate on the area of campus that interests them most. The public meetings will be co-sponsored by the City University Community Advisory Committee (CUCAC). CUCAC, which consists of 16 representatives appointed by surrounding committees, is playing a vital role in providing community input into the planning process. For more information on CUCAC, visit the University's Community Affairs Web site at <http://www.washington.edu/community/>.

Environmental Review

As part of the Master Plan development, the University will conduct a comprehensive analysis of alternatives, as called for under the Washington State Environmental Policy Act (SEPA). The scope of this analysis will be determined during the 'development of assumptions and alternatives' phase of the plan. A Draft Environmental Impact Statement (DEIS) will be produced in conjunction with a preliminary Master Plan that includes the analysis of the environmental impacts of various alternatives. Comments will be solicited on both the DEIS and preliminary plan. A Final EIS will be produced in conjunction with a final proposed Master Plan. Comments will be solicited on both the FEIS and final proposed Master Plan.

Plan Approval

The Master Plan must be approved by both the University's Board of Regents and the Seattle City Council.

Master Plan Schedule

Goals and Vision

Spring 1999

- Develop goals and vision
- Analyze existing campus conditions
- Ongoing community involvement
- Campus and community meetings and open houses - 4/27/99

Assumptions and Alternatives

Summer-Fall 1999

- Develop assumptions and alternatives
- Develop Transportation Management Plan
- Begin EIS scoping
- Transportation Open House - 10/13/99
- Ongoing community involvement
- Campus and community meetings and open houses - 11/16/99

Preliminary Master Plan and Draft EIS

Winter-Summer 2000

- Develop preliminary Master Plan and Draft EIS.
- Ongoing community involvement.

Review of Draft Master Plan and Draft EIS

Winter-Summer 2000

- Review of draft Master Plan and Draft EIS by City, CUCAC and community.
- Draft Master Plan and Draft EIS issued on October 16th.
- Public Hearings for Draft EIS & Open House for Draft Master Plan - November 9th.
- Public Meetings for Draft Master Plan - December 6th.
- Ongoing community involvement.
- Review of comments and preparation of final Master Plan and EIS by University of Washington planners.

Review of Final Proposed Master Plan and Final EIS

Fall 2000-Summer 2001

- Review of proposed Final Master Plan and Final EIS by City, CUCAC and community.
- Ongoing community involvement.
- Final proposed Master Plan and EIS issued.
- Formal review and hearing of final proposed Master Plan and Final EIS by Hearing Examiner, Seattle City Council and Board of Regents.
- Final Master Plan and EIS adopted by Seattle City Council and Board of Regents.

