

VIII. Community Involvement Process

Public outreach is a top priority for the University of Washington. The University is committed to a Campus Master Plan that reflects the interests of the large and diverse community it serves. To achieve this goal, the University developed a community outreach program to facilitate and encourage meaningful and ongoing community involvement throughout the planning process. The result has been an extensive public involvement effort that began in the earliest phases and continued throughout the plan's development.

Community involvement will continue to play an integral role in the reviews of the Campus Master Plan and Environment Impact Statement (EIS) by the City of Seattle and implementation of the plan over the next decade.

The Process

The Campus Master Plan was developed in four major phases over a three-year period:

- 1) Vision and Goals, Analysis of Existing Conditions
- 2) Assumptions and Alternatives, Scoping for EIS, Transportation Management Plan
- 3) Draft Campus Master Plan, Draft Environmental Impact Statement
- 4) Final Campus Master Plan, Final Environmental Impact Statement

The Community Outreach Program (“Outreach Program”) involved the campus and community through each phase of this process, offering opportunities for various levels of participation. Outreach for each phase included the dissemination of preliminary information, request and opportunity for timely and meaningful public input, public meetings, and review and incorporation of public comment into the master plan document.

The Outreach Program also incorporated elements stipulated in the 1998 City-University Agreement between the City of Seattle, the surrounding communities, and the University regarding development of the Campus Master Plan. That agreement called for the University to:

- Develop an outreach plan
- Cooperate with the City University Community Advisory Committee (CUCAC) on proposals that could directly affect them
- Consult with the City and CUCAC regarding the scope and content of the Campus Master Plan before it is prepared
- Conduct a public review of the Campus Master Plan once a draft is released

The University’s Outreach Program went well beyond what was outlined in the “Communications Plan” as approved by CUCAC in April and May 1999 (*see Appendix D: Communications Plan*).

The University worked with CUCAC in developing the scope and content of the Campus Master Plan. CUCAC, consisting of 12 representatives appointed by the surrounding community councils

and 4 representative for University faculty, staff, students and at-large, played a vital role in providing community input and guidance for the planning process. During the development of the scope and content of the Campus Master Plan, representatives of the University of Washington Campus Master Plan staff regularly attended monthly CUCAC meetings to present updates and solicit feedback as the plan developed.

Upon issuance of the draft master plan and draft EIS, University staff met with CUCAC members to “walk through” and closely review the contents of the plan. The University also responded to a request from the general public to extend the public review period from 45 days SEPA requirement, to 86 days. This extension provided the general public additional time to review both the Campus Master Plan and the Draft EIS and submit comments in writing, via the web on-line comment form, via e-mail or by phone.

In support of the cooperative planning process, CUCAC and the UW co-sponsored ten Campus Master Plan public meetings. These meetings were arranged for members of the general public to comment on the scope and content of the Campus Master Plan as it developed as well as providing comment on the Draft Campus Master Plan and Draft EIS once they were issued. These meetings are described in more detail in this chapter under the “Public Meetings” section. (For more information on CUCAC, visit the University’s Community Affairs Web site at <http://www.washington.edu/community/>.)

The University also developed a Transportation Management Plan (TMP) and conducted a comprehensive environmental analysis of alternatives as called for under the Washington State Environmental Policy Act (SEPA). Public involvement for the TMP and the Environmental Impact Statement (EIS) process was conducted as part of the Outreach Program for the Campus Master Plan.

Opportunities for public input will continue during the City’s review process of the Campus Master Plan and the FEIS. The City’s hearing examiner will conduct a public hearing prior to submitting recommendations to the City Council.

The Community Outreach Program

The Outreach Program established a variety of mechanisms to provide for the exchange of information between the University and the community. The Program encouraged participation from the University's constituencies including:

Campus community

Students, Faculty, Staff
Board of Regents
Architectural Commission
Landscape Advisory Committee
Faculty Council on University Relations
Faculty Council on Facilities and Services
Standing Committee on Accessibility
President's Cabinet
Board of Deans
University of Washington Medical Center Board of Trustees
Faculty Committee on Planning and Budgeting
Visioning Advisory Committee
University Transportation Committee
Associated Students of the University of Washington
Graduate and Professional Student Senate

CUCAC (City University Community Advisory Committee)

comprised of representatives from:
Eastlake Community Council
Greater University District Chamber of Commerce
Laurelhurst Community Club
Montlake Community Club
Portage Bay/Roanoke Community Council
Ravenna-Bryant Community Association
Ravenna Springs Community Group
Roosevelt Neighbor's Alliance
Roosevelt Neighborhood Association
University District Community Council
University Park Community Club
Wallingford Community Council
University Faculty, Staff, Students and At-Large Members

City of Seattle Department of Neighborhoods
City of Seattle Department of Design, Construction and Land Use
University of Washington

Community and business organizations in the Greater University and North Capitol Hill /Eastlake areas including:
Neighborhood councils and clubs that participate in the Northeast District Council and CUCAC
University District Chamber of Commerce
The AVE Group

Residents in adjacent neighborhoods, communities, and businesses

Local government agencies

City of Seattle (including Seattle Design Commission)
King County Metro
State Agencies

General Public

As described below a variety of written materials (brochure, newsletters, reports) were produced and an interactive web-site was established to keep the community informed on the progress, issues, and developments of the Campus Master Plan targeting the diversity of communications modes. Formal and informal presentations were held during each phase of the plan. A telephone "hotline" was established for people to learn about upcoming events as well as submit comments. A dedicated Campus Master Plan e-mail account was created to receive and respond to questions and concerns. A synopsis of the Outreach Program for the Campus Master Plan is outlined below. The community was informed of the many ways to communicate with the Campus Master Plan staff by the listing of all communication modes (e-mail, voice mail, fax, public meetings, mailing address etc.) in each of the written materials described below.

Building A Vision with the Community

The University initiated community involvement in the new Campus Master Plan long before the planners and architects began discussing potential development sites and landscape improvements. In 1998, a studio sponsored by the University administration, gave students and faculty of the Department of Landscape Architecture the opportunity to lead a campus “visioning” effort which involved members of the neighborhood community and University faculty, staff, and students. Through an interactive web-site, surveys, and focus groups, the campus and neighboring communities were asked what they valued about the Seattle campus and what they envisioned for its future. The opinions of 1,882 people were registered either by survey or participation in a focus group. Findings from this project were used to develop the goals of the Campus Master Plan. (See *Appendix B, A Vision for the Campus*)

Invitation to Participate—A Letter from the President

The first phase of developing the Campus Master Plan began in spring 1999. To encourage widespread and broad based participation of this planning effort, the University notified each household in the adjacent communities of its intent to begin planning for the future. A letter from President McCormick was sent to approximately 78,000 households inviting the community to participate in the University’s Campus Master Plan project. The letter outlined the different ways people could comment on the development of the scope and content of the Draft Campus Master Plan and also encouraged them to attend the first public meetings set for April 27, 1999.

The letter was sent to the geographic area within the zip codes 98105, 98115, 98103, 98102, 98112. These areas are bordered by NE 85th Street to the north, Denny Way to the south, Greenwood Avenue to the west and Lake Washington to the east. This large area (approximately 7.5 square miles) also reflects the communities represented by two umbrella organizations that are actively interested and involved in actions of the University; CUCAC and the NE District Neighborhood Council.

Community Databases—Mail and E-Mail Lists

The University developed and maintained a database of stakeholders, organizations, and individuals interested in participating in the development of the Campus Master Plan. The database was initially assembled from several existing campus and community mailing lists including various University committee and council rosters, University’s SEPA Mailing List, Campus Visioning Project, University Community Urban Center project, University Chamber of Commerce, City University Community Advisory Committee (CUCAC), and the NE District Neighborhood Council. State, City, and County agencies and local elected officials were also included in the database.

Throughout the project, names were added to the database at open houses, through comment submissions, or through requests made via the Campus Master Plan web-site or telephone hotline. The original database of 1100 grew to approximately 1700 names and addresses by the completion of the Final Campus Master Plan document.

This database was used extensively to both notify participants of upcoming public meetings as well as to share information about ideas and comments that had been received from the general public.

Brochure

Help Shape the Future

A project brochure was developed to provide a general overview of the Campus Master Plan project. It addressed the need and purpose for developing a master plan, and the University’s approach and strategy for planning. It identified the three main areas the plan would focus on — open space, circulation and development. The brochure also contained information on how to get involved including contact information such as e-mail addresses, web site and UW contacts as well as the project schedule.

The brochure was designed for use in response to general inquiries and has been useful throughout the project. It was initially mailed to the project database of approximately 1100 people, and was also available at public meetings, presentations, and briefings.

Newsletters and Special Supplements to the *University Week*

A series of newsletters provided background information for each project phase, promoted upcoming meetings, and encouraged public participation. Newsletters were “inserts” to the *University Week* and were distributed to all 19,000 staff and faculty on campus. The newsletters were also mailed to the project mailing list and distributed at public meetings, briefings, and presentations.

The first newsletter was published on April 1999 during the “Vision and Goals” 1st phase. This newsletter introduced readers to the Campus Master Plan project and encouraged them to participate in the planning process. Articles focused on the visioning project, the need for long range planning, an explanation of the planning process, the strategy for the Campus Master Plan, and transportation issues.

The second edition was sent out in November 1999 during the “Assumptions and Alternatives” 2nd phase. This newsletter included articles on the draft plan goals, transportation management strategies for the future, the beginning of the environmental scoping process, and a report on the public comments received during the previous phase of the project.

The third edition, published in October 2000, provided highlights of the Draft Campus Master Plan, Environmental Impact Statement, and the Transportation Management Plan which were developed during the 3rd phase and issued to the community. The newsletter also encouraged people to review the documents, submit comments, and attend the public meetings.

The final newsletter, published in the fall of 2001, presented the concepts and alternatives of the final plan that was developed during the 4th phase of the Plan that was issued to the City. Also highlighted in the newsletter were the changes made between the issuance of the Draft Campus Master Plan in October of 2000 and the issuance of the Final Campus Master Plan and Final EIS which was issued in September of 2001.

Campus Master Plan Web-site

<http://www.washington.edu/community/cmp.html>

The web-site was established in April 1999. It provided comprehensive information about the Campus Master Plan project, including:

- project background
- project status
- preliminary plans and other draft planning documents (e.g. Draft Transportation Management Plan)
- development site maps and descriptions
- news articles
- public comments
- copies of newsletters
- updates and handouts
- public meeting summaries
- online survey and comment form
- links to related sites
- project schedule
- meeting dates and times
- how to get involved
- UW contacts

New information was routinely added to the web-site as it became available, including the Draft and Final Campus Master Plan and EIS, TMP technical appendix and other documents related to the Campus Master Plan. In March 2000, the web-site was improved with a new look and format. All comments received during public meetings were routinely summarized and posted on the web-site to inform the general public about the major issues identified in public meetings. Comments received via e-mail were also posted on the web. More detailed information, maps and photographs were added, and its usability enhanced. A postcard was distributed to the project mailing list announcing the “new and improved” web-site and an e-mail announcement was sent to the e-mail database.

E-mail masterpl@u.washington.edu

The Campus Master Plan e-mail served as a convenient venue for Internet users to submit comments and questions to the project team, request information, or be added to the mailing list. Questions, comments, and responses were filed and tracked in a logbook. The Campus Master Plan e-mail address could be accessed directly or linked through the web-site.

Telephone Hotline 206-221-2811

The project hotline went live on April 1, 1999. The purpose of the hotline was to provide another venue for people to obtain information regarding upcoming events, submit questions, or leave verbal comments. The hotline was particularly appreciated by non-internet users.

Public Meetings

Public meetings were held during each of the four phases of project to give the general public the opportunity to learn more about the project-in-progress, meet with planners, ask questions, and provide input. The format of the meetings was designed to encourage active and open participation. In total, there were ten public meetings during the development of the Draft and Final Campus Master Plan and EIS. These meetings were co-sponsored by CUCAC and the UW.

During each phase of the process, two meetings — one during the day and one during the evening — were held to maximize participation by the general public. The ten meetings were held:

Phase I:	April 27, 1999	Kick-off of CMP	aft. & eve. mtg
Phase II:	Oct.13, 1999	TMP Scoping	aft. & eve. mtg
Phase II:	Nov. 16, 1999	EIS Scoping	aft. & eve. mtg
Phase III:	Nov. 9, 2000	EIS Public Hearing	aft. & eve. mtg
Phase III:	Dec. 6, 2000	CMP Open House	aft. & eve. mtg

At each of the above meetings, participants were encouraged to submit written comments at the meeting, through e-mail and phone or through the mail on pre-addressed comment forms provided at the meeting. At many of the meetings, the use of e-mail was encouraged

as a way to provide comments. Flip charts and pens were placed around the room during open houses so that people could record their comments as they viewed displays. Verbal comments were also recorded during the presentations and meetings.

At the April 27, 1999 mid-day and evening meeting, the meeting consisted of an overview and topical presentations, a slide show, display board illustrations, maps, and a facilitated discussions.

Mid-day and evening open houses were held on October 13th for the development of the Transportation Management Plan to garner community input on improving ways to get to, from, and around the Seattle campus. On November 16, 1999 another mid-day and evening meeting was held to gather information from the general public about the scope and content that had been developed so far by the University planners for the Campus Master Plan as well as the EIS Scoping meeting. The open house format enabled the public to view displays, talk with planners about specific transportation and traffic issues, and provide comments and feedback.

After the draft documents were issued on October 16, 2000, a mid-day and evening formal public hearings were held on November 9, 2000 for the draft EIS. The mid-day and evening open houses for the Draft Campus Master Plan were held on December 6, 2000. The written and verbal comments submitted at the hearings and meetings, along with all comments submitted during the formal DEIS comment period have been acknowledged and/or addressed in the FEIS and final Campus Master Plan documents.

Press releases and/or paid advertisements were sent to campus, neighborhood, community, and local print media to encourage the media and the community to attend the meetings. (See media contact list in Media Relations section in this Chapter.) Meeting reminder flyers and postcards were also sent directly to general public on the project database.

Posters were developed and distributed to promote the draft EIS public hearings and the draft Campus Master Plan meetings. The posters were placed along main circulation paths and on kiosks around campus, and also distributed to administrative and academic

departments. Posters were also distributed to 140 neighborhood merchants and organizations with the request that they display the posters in public areas. In addition, the posters were mailed to the UW general distribution mailing list that goes to 1,400 staff and faculty asking them to post the flyers in public places.

In addition, the post-card announcing the November 9th and December 6th public hearing and meetings, was mailed to all property owners within a 3 to 14 block radius of the University of Washington boundaries. This mailing was sent to approximately 3,000 property owners within those blocks (NE 52nd Street to the north, 1st Avenue NE to the west, NE 40th Street to the east, and East Hamlin to the south).

Presentations and Briefings

Project staff contacted campus and community groups to promote its desire and availability to make project presentations. During each phase of the project, briefings were held with numerous groups to inform, update and obtain input and comments that would help guide the development of the Campus Master Plan. Project planners made over 120 presentations during the 3-year planning process.

Briefings with City of Seattle

Briefings were held with the City of Seattle Department of Design, Construction and Land Use, Sea Trans, the Seattle Design Commission, and the Department of Neighborhoods and other interested City departments and Council member staff, throughout the planning process to obtain guidance and feedback for the development of the Campus Master Plan. City staff was given updates on the progress of the Campus Master Plan, Transportation Management Plan, and the environmental review process. A tour of the preferred alternative and potential development sites followed one of the briefings.

University staff met regularly with city staff throughout the planning process to maintain open communications and to enhance mutual understanding and success of the plan.

Workshops and Tours

CUCAC Campus Tour

The University sponsored a walking and bus tour for CUCAC representatives to familiarize them with the campus and provide them with a better understanding of the challenges and opportunities, open spaces, circulation patterns, and potential development sites for the new Campus Master Plan.

Student Leader Workshop

In an effort to obtain greater student input for the Campus Master Plan, student leaders from governing boards of the Associated Students of the University of Washington (ASUW) and Graduate and Professional Student Senate (GPSS) were invited to a workshop to discuss the preliminary ideas and alternatives of the new Campus Master Plan. Following a briefing of the project, students shared their thoughts and concerns regarding the campus and provided ideas for future development. In addition, presentations were given before the ASUW and GPSS during every phase of the planning process.

Media Relations

Press releases were sent to the following newspapers to promote all of the public meetings and open houses discussed in this section:

Seattle Post Intelligencer	Filipino American Herald
Seattle Times	Nguoi Viet Tay Bac
University Herald	Daily Journal of Commerce
Capitol Hill Times	University Week
Madison Park Times	
North Central Outlook	
Seattle Press	
The Daily	
La Voz	
North American Post	
The Facts	

Press packets also included project newsletters to provide project background in an effort to build general community awareness, disseminate information, and encourage public participation in the planning process.

The Campus Master Plan project received coverage primarily from campus publications, community club newsletters, and neighborhood newspapers.

Paid advertisements were placed twice in the following newspapers to announce the availability of the draft Campus Master Plan and draft Environmental Impact Statement documents and to promote the November 9th 2000 DEIS public hearing and December 6th 2000 public meeting on the Draft Campus Master Plan. The ads also encouraged comments and input from the general public at both the noon time and evening meetings. These ads were placed in the:

University Herald
Capitol Hill Times
Madison Park Times
North Central Outlook
Seattle Press
The Daily

The University of Washington legal notice announcing the SEPA process was advertised in:

Daily Journal of Commerce
University Week
The Daily
Seattle Times
Post Intelligencer

Campus Master Plan Outreach Activities Schedule

Phase I: Goals and Vision,

Spring-Summer 1999

- Invitation letter to participate in the planning April 1999 process from President McCormick distributed to 78,000 households in neighboring communities
- Campus Master Plan website online April 1999
- Campus Master Plan Telephone Hotline April 1999 activated
- Campus Master Plan Brochure distributed 1,100 April 1999
- Special University Week insert—general campus April 1999 distribution and direct mail to list of 1,100
- Project briefings with CUCAC, City of Seattle, ongoing and campus committees/councils
- Campus and community meetings/open houses April 27, 1999
- CUCAC Bus Tour of Campus June 8, 1999

Phase II: Assumptions and Alternatives,

Summer 1999 – Spring 2000

- Project briefings with CUCAC, campus ongoing committees/councils
- Transportation Open House Oct 13, 1999
- Special *University Week* insert—general campus Nov 1999 distribution and direct mail to list of 1400
- Campus and community meetings and Nov 16, 1999 open houses
- New and improved website online March 2000
- Draft Transportation Management Plan posted March 2000 to website for review and comment
- Briefing and campus tour with City of Seattle March 7, 2000 Department of Design, Construction and Land Use, and Department of Neighborhoods staff
- *Update* Newsletter, distribution to list of 1400 April 2000
- ASUW/GPSS Student Leader Workshop April 25, 2000

**Phase III: Draft Campus Master Plan and Draft EIS,
Summer 2000 - Summer 2001**

- Project briefings with CUCAC and campus ongoing committees/ councils
- Special insert in *University Week*, October 2000 general distribution and direct mail to list of 1,500
- Draft Campus Master Plan and Draft Environmental Impact Statement issued October 16, 2000
- Public hearing on DEIS November 9, 2000
- CUCAC public meetings on Draft Campus Master Plan December 6, 2000
- Public Comment period for DEIS and Campus Master Plan October 16, 2000 - January 10, 2001

**Phase IV: Final Proposed Campus Master Plan and Final EIS,
Summer – Fall 2001**

- Final Master Plan and Final EIS issued to CUCAC and DCLU for review August 2001
- Special insert in *University Week*, October 2001
- Formal review and hearing of final proposed Fall 2001/Winter 2002 Campus Master Plan and Final EIS by City of Seattle and City Council

