

UNIVERSITY *of* WASHINGTON

# **2018 CAMPUS MASTER PLAN**

## Public Participation Program

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DRAFT – November 2015



# Introduction

## A. Public Participation Program for the 2018 Seattle Campus Master Plan

The University of Washington is developing the next Seattle Campus Master Plan (CMP), the document that will guide the physical development of the Seattle campus over the next 20 years. The new plan is being developed because the University is close to completing development of the three million square feet approved by the Seattle City Council and Board of Regents in 2003, when the last Campus Master Plan was written.

The 1998 *City University Agreement* (CUA) is a development regulation that governs relations between the City of Seattle and the UW for the Major Institution master planning process. The CUA outlines the process by which the City and the University will work together with the City-University Community Advisory Committee (CUCAC) and representatives from the surrounding residential and business communities. These entities will work together throughout the planning process whenever actions are proposed that could materially affect the surrounding communities.

To achieve the goals for the CMP, it is critical to engage the large and diverse groups of constituents who have a vested interest in the University's future. A robust public participation program provides strategies to ensure the University maximizes public engagement and that it forms, maintains, and expands its relationships with key stakeholders. The program also ensures the University maintains transparency throughout the process. Planning for continued growth, preserving the beauty and open spaces of the campus, and engaging our diverse communities in the process are all important factors in continuing the UW's legacy well into the future.

This plan is subject to change and may be revised as required.



# Introduction

## B. Role of the City University Community Advisory Committee (CUCAC)

The City-University Community Advisory Committee (CUCAC) is comprised of 16 members: 12 members and 12 alternates from the following community organizations:

Eastlake Community Council, University District Partnership, Laurelhurst Community Club, Montlake Community Club, Portage Bay/Roanoke Park Community Council, Ravenna-Bryant Community Association, Ravenna Springs Community Group, Roosevelt Neighbors Alliance, Roosevelt Neighborhood Association, University District Community Council, University Park Community Club and the Wallingford Community Council.

In addition, there are four representatives from the University of Washington. One representative and one alternative from: Staff, Student, Faculty and one At-Large. CUCAC will be involved throughout the Campus Master Plan process and will provide input, advice and comments to the University as it develops the Draft and Final plans. They typically meet monthly but during the development and review of the Draft Plan, they may meet more often as needed.

CUCAC meets monthly on the 2<sup>nd</sup> Tuesday, at the University Tower, 22<sup>nd</sup> Floor in the Board Room. The address of Tower is 4333 Brooklyn Avenue NE, Seattle, WA 98195. The main objective of CUCAC is to advise the University on its growth and development. Each meeting begins with a 10-minute public comment period. Agendas are published on the [City of Seattle Department of Neighborhoods website](#) and on the [UW Regional and Community Relations website](#). The minutes from these meetings are posted on the City of Seattle website.

### Opportunities for open discussion at CUCAC

- > Public comment period available for the general public, 10 minutes at the beginning of every CUCAC meeting
- > Review of preliminary concepts being considered by the University prior to the Draft CMP being published
- > Input from CUCAC and CUCAC statements included in CUCAC minutes that are posted on DON web-site
- > 56 day comment period on the Draft CMP and 75 day comment period on the Final CMP



# Introduction

## C. Goals and Objectives

The purpose of the Public Participation Program (PPP) is to engage the public throughout the development process of the 2018 Campus Master Plan (CMP). Public participation is necessary to obtain meaningful input from the broader community (University, residential, businesses, community groups, and special interest groups). This input will help guide the project team as they develop the plan. Campus and community reviews will take place during the development of the Preliminary and Draft plans.

### Goals

- 1) Keep constituents informed and updated on the development of the CMP;
- 2) Provide opportunities for early and continuous participation by the public;
- 3) Consider and respond to comments and feedback (where appropriate);
- 4) Ensure that comments and ideas received are shared broadly with the larger community.

### Objectives

#### 1. Provide consistent, clear, and accurate information

- > Clearly communicate objective information to assist the public in understanding issues and proposed solutions
- > Provide opportunities for the public to contribute ideas and feedback through all phases of the process
- > Address issues and concerns, provide timely follow-up to individuals and organizations on how their concerns/issues are being addressed



# Introduction

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## Goals and Objectives, continued

### 2. Strive to create an environment that promotes meaningful dialogue

Encourage input and participation from all interested parties:

- > Information gathering and exchanging of ideas
- > Educating
- > Active listening
- > Improve the involvement of traditionally under-served audiences
- > Ensure the review is inclusive of diverse ethnicities and cultures

### 3. Facilitate and encourage early, ongoing participation

Provide a variety of communication vehicles available to a broad public audience:

- > Hotline number for people to express concerns or ask questions
- > Dedicated email address for written communications
- > Online feedback form where people can leave comments
- > Provide information on website and collateral on how to sign up for email distribution list, and the various ways to stay informed
- > Regularly post project information on Social media sites and project website

### 4. Track outreach activities and communications, evaluate effectiveness

- > Track concerns, requests, complaints, and resolution of issues, as well as identify patterns
- > Record-keeping: Keep copies of summaries of outreach meetings, newsletters, fliers, correspondence, and other outreach-related materials
- > Measuring and evaluation of program effectiveness



# Target Audiences

## D. Campus Master Plan Stakeholders

The University will cast a wide net with its outreach efforts to ensure that input received reflects a wide range of interests and influences. This input will enhance the planning process and the ultimate success of the Campus Master Plan. Stakeholder groups for the Campus Master Plan encompass a wide range of internal audiences, external community groups, and the general public. These audiences will be informed of growth alternatives, proposals and alternatives through broad dissemination of the information through a variety of vehicles.

Notice of the availability of the CMP Draft Plan will be published in a variety of media vehicles (print, on-line and social media) that have circulation in the greater Seattle area and the campus community. In addition, the University will send information to CUCAC and regional and City agencies as appropriate, as well as local and community-based organizations and neighborhood blogs to extend outreach and expand participation.

The University will also provide general notice of the time and place of the public meetings through standard notice procedures such as email campaigns, flyers, posters, direct mail postcards, the project website, social media, and community email lists.



# Target Audiences

Campus Master Plan Stakeholders and Targeted Audiences that will be notified of CMP and EIS publications

Campus Master Plan Stakeholders/Target Audiences	
<b>UW Community</b> Faculty, Staff, Students Campus Community Specific University Groups (ULAC, UWAC, Facilities Services, etc.)	<b>Government Agencies</b> City/Local State Federal Regional Transportation Agencies
<b>Non-UW Community</b> Residents/adjacent neighborhoods CUCAC UDP Businesses Community Groups & Individuals	<b>Other</b> Tribes Veterans Persons with disabilities Interested Parties e.g., environmental groups, animal welfare groups, historic preservationists etc.



# Outreach

## E. Summary of Outreach Activities

The University will actively engage audiences and encourage feedback using a wide variety of communications vehicles, the University will keep audiences informed of progress, issues and developments regarding the Campus Master Plan on a regular basis. While traditional methods (meetings, workshops, presentations, etc.) will play an important role in public engagement, the University will augment these methods with electronic participation tools to further broaden our outreach and disseminate information. These tools include the use of online public meetings, project website, social media, online surveys, email. In addition, the University will seek out opportunities to partner with other groups at events where possible. Outreach activities will include:

### **General mailings, notices, print collateral**

Print collateral (general distribution; distributed at public meetings and response to inquiries as needed)

#### > Brochures

- Distributed at meetings and available online

#### > Postcards

#### > Fact sheets

#### > Brochure

- Overview of preliminary Master Plan

#### > Posters and flyers

- Publicizing meetings to campus organizations, used with mailing lists & displayed on campus & U District locations

#### > Traveling displays

- First level interest, general information, few words, big pictures, brochures, focus information



# Outreach

## Summary of Outreach Activities, continued

### Public Meetings, Workshops, Open Houses, Field Tours

Briefings, public forums, community meetings, online meetings and workshops will be conducted during key phases of the project. Public meetings on campus will be held by campus sector to allow audiences to focus on the area of campus that interests them most.

- > University District Partnership
- > Northeast District Council
- > City-University Community Advisory Committee (Co-sponsor)
- > Special Interest Groups
- > City of Seattle
  - Department of Planning and Development
  - Department of Neighborhoods
  - Seattle Public Utilities
  - Seattle Department of Transportation

### Partnering Opportunities

Seek out events the CMP could piggyback with. Some examples:

- > Campus/community relations events
- > Community open houses (Safeco, Children's Hospital, neighborhood groups)
- > Community newsletters
- > University Street Fair

### Project Hotline

Interested parties can call a dedicated CMP hotline (206-685-6736) to get information on project status, upcoming events and to leave questions or comments.



# Outreach

## Summary of Outreach Activities, continued

### Online Media

- > Project website
  - General information/contact numbers/email
  - Project newsletter archive
  - News/updates/Fact sheets/FAQs
  - Document archive
  - Interactive comment form
  - Links to newsletter sign up, social media pages
  
- > E Newsletter: Campus Master Plan Connection
  - Email distribution includes UWS Faculty Senate, FCUFS, ASUW, GPSS, UW Environmental Stewardship Committee, Community groups, neighborhood groups, Government orgs
  - Opt in links included on website
  
- > Social Media
  - Facebook
  - Twitter
  - YouTube (not yet established)
  - LinkedIn (not yet established)
  
- > Hyperlocal online forums/blogs
- > Online Public Meeting Forums
- > On-line survey's



# Outreach

## Summary of Outreach Activities, continued

Vehicle		Estimated Reach/Distribution	Target Audience
<b>Direct Mail</b>		Need #s	Surrounding neighborhoods
<b>News Media</b> <i>Print/online/hyperlocal publications</i>	<i>The Daily</i>	Print – 8,500 distribution Online - 2,794 online views	UW students, faculty, staff, surrounding communities, greater Seattle metro area
	<i>Seattle Weekly</i>	55,000 (print & online)	Greater metro area
	<i>Seattle Times</i>	1.8 Million (print & online)	Greater Metro area
	<i>Daily Journal of Commerce</i>	5,000 (print & online)	Greater metro area
	<i>UW Today</i>	43,000	UW students, faculty, staff
	<i>North Seattle Herald Outlook</i>	7,000	North Seattle communities
	<i>Madison Park Times</i>	5,500	East-Central Seattle communities
	<i>Montlake Forum</i> <i>Wallyhood</i>	1,067	Montlake neighborhood Wallingford neighborhood
<b>Email Campaigns</b>	<i>Campus Master Plan Connection</i>	1,168	Faculty, staff, students, community groups, general public, civic & government organizations
	<i>News you can use – City of Seattle</i>	N/A	
	<i>U District Partnership News</i>	650	
<b>Social Media</b>	Twitter	230 followers & growing	Faculty, staff, students, community groups, general public, neighborhoods Madison Park neighborhood
	Facebook	31 Page Likes	
	Next Door Madison Park	867 members	
<b>Broadcast Media</b>	KUOW	354,000	
	KEXP		

# Implementation

## E. Plan Review Schedule

The University kicked off its Seattle Campus Master Plan in October 2015 with two open houses accompanied by the [EIS Scoping meetings](#). The events were publicized one week in advance with a press release and email campaign, the launch of a dedicated [website](#) print and online ads placed in the *Seattle Daily Journal of Commerce*, *Seattle Times*, *The Daily* and *UW Today*, and posted on social media sites [Facebook](#) and [Twitter](#). In addition, information was distributed via community newsletters, blogs and email list serves. The comment period for the EIS Scoping process ran from October 6th to October 26<sup>th</sup>.

Implementation of the public participation plan will be ongoing, with specific activities and use of media vehicles scheduled notice in advance of the meeting, event or publication.

Current Campus Master Plan Review Schedule	
Kick-Off Seattle Campus Master Plan and EIS Scoping	October 14 and 15 2015
Phase 1 Preliminary Plan Concepts Developed	Fall of 2015 and Winter of 2016
Phase 2 Draft Plan and Draft EIS Published	Spring of 2016
Phase 3 Final Plan and Final EIS Published	Fall of 2016 or Winter 2017

