

UNIVERSITY *of* WASHINGTON

2018 CAMPUS MASTER PLAN

Public Participation Program

FINAL DRAFT – January 2016

Reviewed by CUCAC: _____ 2016



2018 Seattle CMP Public Participation Program

A. Introduction

The University of Washington is developing the next 2018 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 in the last CMP by the Seattle City Council and Board of Regents in 2003.

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.

To achieve the goals for the CMP, it is very important 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. Planning for continued growth, preserving the beauty of the campus, and engaging our diverse communities in the master planning 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.



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B. Goals and Objectives

The purpose of the Public Participation Program (PPP) is to engage the public early on and provide opportunities for continued public participation throughout the planning process for the 2018 Seattle Campus Master Plan (CMP). Public participation is necessary to obtain meaningful input from the broader community that includes not just the University, and its faculty, staff and students, but also residents, businesses, community groups, and special interest groups. This input will help inform the project team as they develop the CMP. Campus and community reviews will take place during the development of the Preliminary, Draft, and Final CMP 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); and
4. Ensure that comments and ideas received are shared broadly with the larger community.



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B. Goals and Objectives, continued

Objectives:

1. Provide consistent, clear, and accurate information

- Clearly communicate information to assist the public in understanding issues and proposed solutions;
- Provide opportunities for the public to contribute ideas and feedback continuously through all phases of the planning process;
- Address issues and concerns, provide timely follow-up to individuals and organizations on how their concerns/issues can be addressed.

2. Strive to create an environment that promotes open discussion and meaningful dialogue

Encourage input and participation from all interested parties through:

- Information gathering and exchanging of ideas;
- Education;
- Active listening;
- Improving the involvement of traditionally under-served audiences through targeted outreach; and
- Ensuring the review is inclusive of diverse ethnicities and cultures.



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B. Goals and Objectives, continued

3. Facilitate and encourage early, ongoing participation

Provide a variety of communication vehicles for the public to provide feedback and become informed through:

- A hotline number for people to express concerns or ask questions;
- Dedicated email address for written communications;
- Online feedback form where people can leave comments;
- Providing information on website and collateral explaining how to sign up for email distribution list, and the various ways to stay informed;
- Regularly distributing updated information to email distribution list; and
- Regularly posting project information on social media sites and project website.
- On-line meetings and questionnaire to gather input

4. Track outreach activities and communications, evaluate effectiveness

- Track concerns, requests, complaints, and resolution of issues;
- Identify patterns in concerns, requests, and complaints;
- Record-keeping: keep copies of summaries of outreach meetings, newsletters, fliers, correspondence, and other outreach-related materials; and
- Evaluate program effectiveness, add additional measures to ensure public participation, if warranted.



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C. Campus Master Plan Stakeholders and Target Audiences

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 CMP. Stakeholder groups for the CMP 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 information through a variety of vehicles.

In order to effectively reach CMP stakeholders, notice of the availability of the CMP Draft Plan will be published in a variety of media (e.g., as discussed further below, 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, potentially such as email campaigns, flyers, posters, direct mail postcards, the project website, social media, and community email lists in advance of such meetings.



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

Campus Master Plan Stakeholders/Target Audiences	
UW Community Faculty, Staff, Students Campus Community Specific University committees and organizations	Government Agencies City/Local State Federal Regional Transportation Agencies
Non-UW Community Residents/adjacent neighborhoods CUCAC UDP Businesses Community Groups & Individuals Commercial property owners	Other Tribes Veterans Persons with disabilities Interested Parties



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D. Role of the City-University Community Advisory Committee

The City-University Community Advisory Committee (CUCAC) is comprised of 16 members. 12 representatives and 12 alternates are 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 alternate represent each of the following groups: staff, students, faculty and the at-large campus population. CUCAC will be involved throughout the master plan process and will provide input, advice, and comments to the University as it develops the Draft and Final CMP. 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 2nd Tuesday, at the University Tower in the 22nd Floor Board Room. The address of Tower is 4333 Brooklyn Avenue NE, Seattle, WA 98195. CUCAC's main objective is to advise the University on its growth and development. Each CUCAC meeting begins with a 10-minute public comment period, which helps facilitate open discussion with the public. Meeting 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's Department of Neighborhoods website.

Opportunities for CUCAC to Provide Feedback in the Master Plan Process:

- 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 website;
- 75 day comment period on the Draft CMP and 56 day comment period on the Final CMP;



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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 CMP 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 broadly disseminate information. These tools include the use of online public meetings, project website, social media, online surveys, and email. In addition, where possible, the University will seek out opportunities to partner with other groups at events. Outreach activities will include:

General mailings, notices, print collateral

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

- Brochures
 - Distributed at meetings and available online
 - Variety of brochures will cover an overview of the preliminary master plan and draft plan as they are developed
- Postcards
- Fact sheets
- Posters and flyers
 - Publicizing meetings to campus organizations, used with mailing lists, displayed on campus and in University District locations



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E. Summary of Outreach Activities, continued

Public Meetings, Workshops, Open Houses

Briefings, public forums, community meetings, online meetings and workshops will be conducted during key phases of the project. Notices of public meetings will be broadly disseminated prior to the meeting. Public meetings will occur with the following groups:

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



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E. Summary of Outreach Activities, continued

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.

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, various 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, and various government organizations.
- Opportunity for individuals to be added to distribution list through in links included on project website.

> Social Media

- Facebook page
- Twitter handle
- YouTube channel (not yet established)
- Hyperlocal online forums/blogs
- Online Public Meeting Forums
- Online surveys
- Community Newsletters



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E. Summary of Outreach Activities, continued

Vehicle	Estimated Reach/Distribution	Target Audience	
Direct Mail		Surrounding neighborhoods	
News Media <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>	1,067	Montlake neighborhood
	<i>Wallyhood</i>		Wallingford neighborhood
Email Campaigns	<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	
Social Media	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	
Broadcast Media	KUOW	354,000	
	KEXP		

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F. Contact Information

CMP Website: <http://pm.uw.edu/>

Listserve signup: <http://pm.uw.edu/>

Email: cmpinfo@uw.edu

Facebook: <https://www.facebook.com/UW-Seattle-Campus-Master-Plan>

Twitter: <https://twitter.com/UWCMP>

Phone: 206.685-6736

To provide feedback to UW staff regarding the CMP:

Theresa Doherty
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Leslie Stark
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G. Implementation and 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 listserves. The comment period for the EIS Scoping process ran from October 6th to October 26th.

Implementation of the public participation plan will be ongoing, with specific activities and use of media vehicles scheduled to provide notice in advance of the meetings, events or plan publications.

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

