

WRAPm

Community Engagement- Master Plan
Case Study and Future Community
Engagement Efforts.



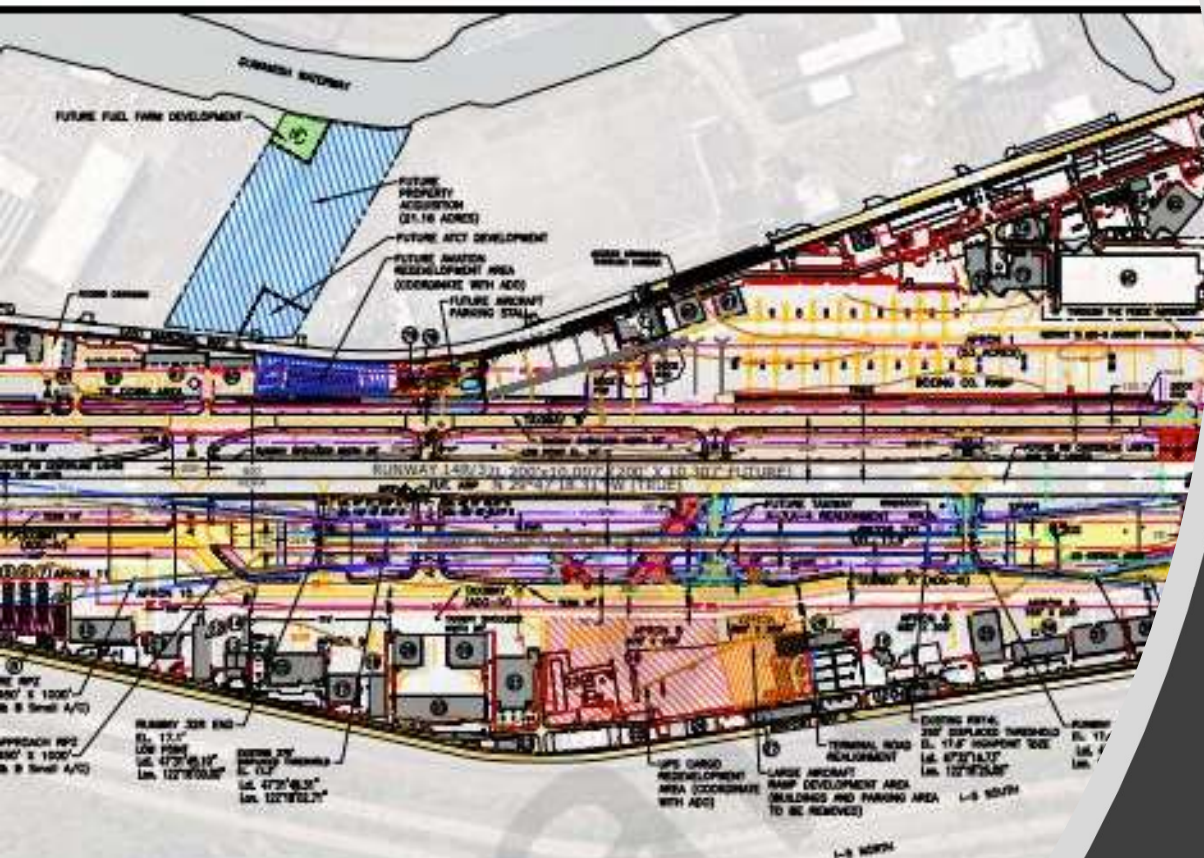
King County International Airport

- Just south of downtown Seattle
- Rich history dating back to 1928
- Home to the Boeing Company and Museum of Flight
- Averages 200,000 takeoffs and landings each year
- Has a wide variety of fleet mixes- commercial, ga, corporate, cargo, military.
- Supports \$3.5 Billion in local business revenue and over 16,000 jobs

King County Government

- Division within the County government
- Bordered by the Cities of Seattle and Tukwila
- Surrounded by diverse neighborhoods
- Aligned with County Equity and Climate Goals





DEVELOPMENT AREA LEGEND

- PROPERTY ACQUISITION
- AIR CARGO DEVELOPMENT
- PASSENGER AIRCRAFT PARKING
- GENERAL AVIATION DEVELOPMENT
- FUEL FARM RELOCATION
- RELOCATED MAINTENANCE/ADMIN
- BUILDINGS REMOVED

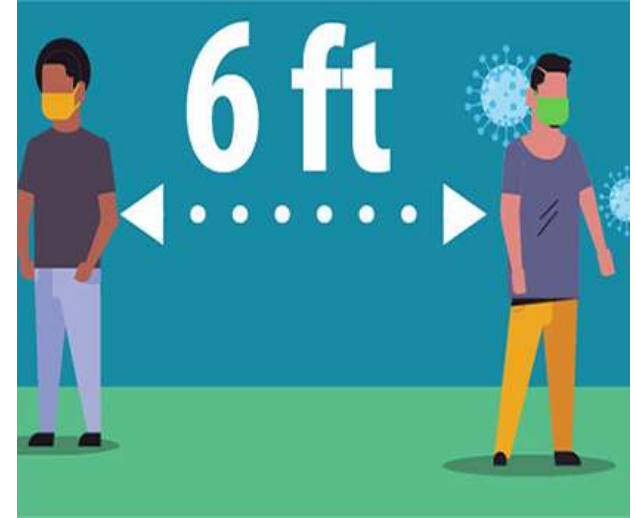
REVISIONS

NO.	DATE	BY	DESCRIPTION

1. This drawing
2. Complete
3. Exhibit
4. Revisions

Master Plan Background

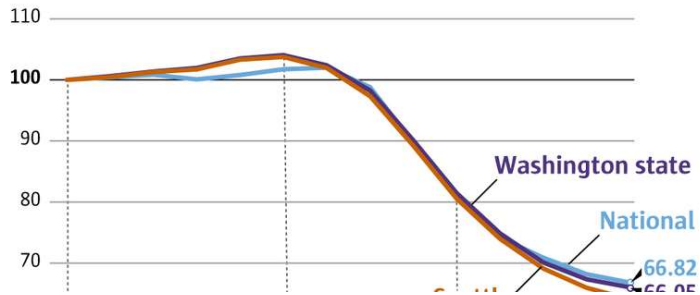
- Required by the Federal Aviation Administration (FAA)
- High-level planning study
- Updated every 5-7 years with a 20 year horizon



Job openings in Seattle, Washington and U.S.

Job listings were on the rise early this year until the coronavirus crisis sent them into a sharp decline. Seattle has been hit harder than the U.S. average.

Job postings on Indeed (indexed to Feb. 1)



2020: The New Reality

Levels of Engagement				
County Informs	County Consults	County engages in dialogue	County and community work together	Community directs action
King County initiates an effort, coordinates with departments and uses a variety of channels to inform community to take action	King County gathers information from the community to inform county-led interventions	King County engages community members to shape county priorities and plans	Community and King County share in decision-making to co-create solutions together	Community initiates and directs strategy and action with participation and technical assistance from King County
Characteristics of Engagement				
<ul style="list-style-type: none"> Primarily one-way channel of communication One interaction Term-limited to event Addresses immediate need of county and community 	<ul style="list-style-type: none"> Primarily one-way channel of communication One to multiple interactions Short to medium-term Shapes and informs county programs 	<ul style="list-style-type: none"> Two-way channel of communication Multiple interactions Medium to long-term Advancement of solutions to complex problems 	<ul style="list-style-type: none"> Two-way channel of communication Multiple interactions Medium to long-term Advancement of solutions to complex problems 	<ul style="list-style-type: none"> Two-way channel of communication Multiple interactions Medium to long-term Advancement of solutions to complex problems
Strategies				
Media releases, brochures, pamphlets, outreach to vulnerable populations, ethnic media contacts, translated information, staff outreach to residents, new and social media	Focus groups, interviews, community surveys	Forums, advisory boards, stakeholder involvement, coalitions, policy development and advocacy, including legislative briefings and testimony, workshops, community-wide events	Co-led community meetings, advisory boards, coalitions, and partnerships, policy development and advocacy, including legislative briefings and testimony	Community-led planning efforts, community-hosted forums, collaborative partnerships, coalitions, policy development and advocacy including legislative briefings and testimony

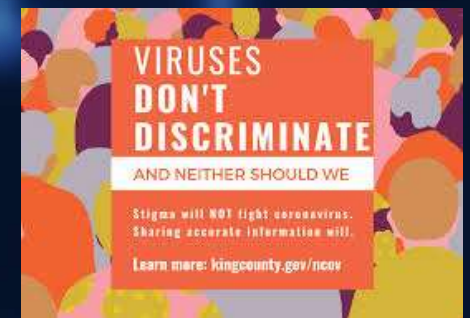
Community Engagement Continuum



Business-as-Usual

The 2020 Pivot

- Setting the example as County employees
- Teleworking indefinitely
 - Zoom calls are the new reality
 - Equity concerns
- Engagement Fatigue
- Reached out to our internal experts



Ali Lee

Matthew Sykora

John Parrott

Heather Carney

Alex Stone

Maria Batayola

Robin Schwartz

Holly (she/her) - Georgetown

Sameth Mell

Sarah Shifley

sandra steed

Melissa Bailey

Rosario Medina

33 participants

Chat

Share Screen

Record

Sustained Engagement

- Met every other week for almost six months
- Relationship building and repairing was key
- Discussed FAA and other requirements on the airport
- Showed action to address concerns

Co-creating with Community

- Invited KCIA to community meetings
- Co-created Master Plan Summary document
- Languages for translation
- Helped distribute the Summary document in community





Contracting Opportunities

- Worked within County Procurement regulations
- Woman-owned, small business consulting firm
- ReWA – works with refugee and immigrant populations



Outside-the-Box Outreach



- Our director going on a hyper-local radio station
- Sponsoring an issue of the Georgetown Gazette
- Sharing our materials with activists that did weekly wellness walks
- Offering masks to distribute

Publicizing the Public Meetings

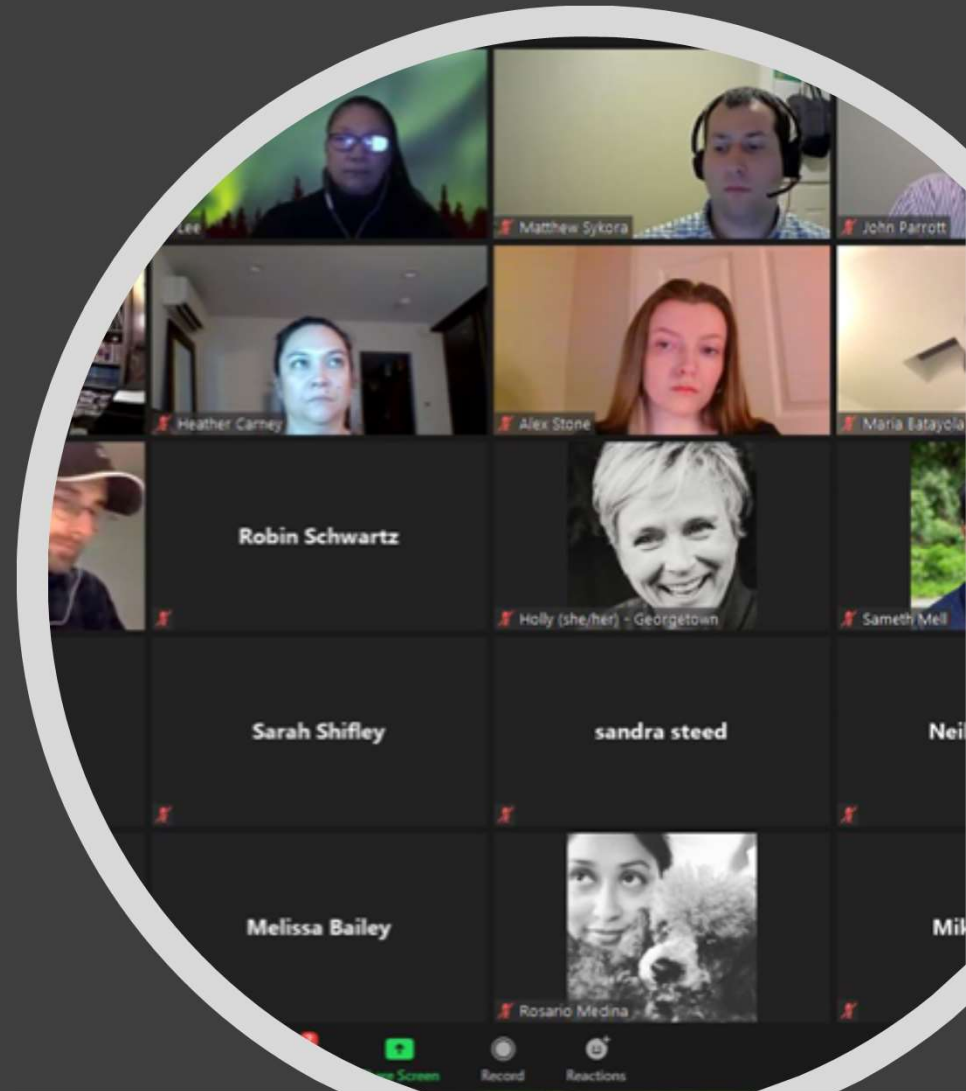
- Prerecording videos shown during the virtual meeting - putting it on the website
- Putting the slide show on website
- Having all draft documents on website
- Contacted 14 media outlets, publicized via Beacon Hill Business Alliance and used County social media and blog postings
- On top of community meetings and over 1600 flyers distributed in community

Virtual Public Meeting

- Three identical presentations throughout one day
- Interested participants had to register in advance
- Had three real-time interpreters
- Had over 50 participants and good dialogue

Post-meeting Follow-up

- Seven-week comment period
- Created a standard response template
- Created a Frequently Asked Questions flyer
- Continued the dialogue with community groups and General Aviation groups
- Once we finalize the Master Plan based on feedback, we will submit it to our County Council for approval



Lessons Learned

- Consistent meetings really paid off
- Rebuilt trust and communication pathways
- Find out what is most important to community
- Contracting locally
- Better website communication
- Will help us get the Master Plan approved by our County Council

Future Community Outreach Efforts

- Hired local public outreach consultant.
- Surveys.
- Hired Community Engagement Coordinator.
- Attend community meetings regularly.
- Partner with local airports on coordinated efforts.
- Website and social media platforms.

Thank You

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King County
International Airport
Boeing Field