Inclusive Public Engagement
Seattle Style

Kimberlee Archie
New Partners in Smart Growth Conference
Charlotte, NC
Feb 4, 2011
Inclusive Public Engagement
Seattle Style

Presentation Goal: Share the principles and strategies of the City of Seattle’s Inclusive Outreach and Public Engagement efforts using specific examples.
Inclusive Public Engagement
Seattle Style

3 Guiding Principles of Inclusive Engagement:

• Enhance Relationships & Engagement
• Enrich Knowledge Gathering
• Embrace Organizational Change

“Connecting people, communities, and government”
Inclusive Public Engagement
Seattle Style

6 Essential Strategies for Inclusive Engagement:

- Build Personal Relationships with Historically Underserved Community.

- Develop Alternative Methods for Engagement.

“Connecting people, communities, and government”
Inclusive Public Engagement
Seattle Style

6 Essential Strategies for Inclusive Engagement:

○ Partner with Diverse Organizations and Agencies.

○ Maintain a Presence Within the Community.

“Connecting people, communities, and government”
Inclusive Public Engagement
Seattle Style

6 Essential Strategies for Inclusive Engagement:

- Increase Accessibility.

- Create a Welcoming Atmosphere.

“Connecting people, communities, and government”
Inclusive Public Engagement
Seattle Style

Evaluate Engagement Process:
- Public’s role is identified early in planning.
- Public’s role is clearly explained and understood.
- Public’s engagement results are clear and have been incorporated.
- The public engagement process is deemed successful.
www.seattle.gov/neighborhoods
(206) 684-0464