

# Communications & Outreach Plan:

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## Goals

Engage with and inform community stakeholders of a new pilot program serving people experiencing homelessness. The City's leading contender for location is Genesee Park at this time.

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## Key Messages

- The City of Seattle is funding a pilot program to assist people who are living in their cars with a safe place to stay overnight and a connection to services.
- This is a small program designed to help the City learn how we can better assist people who are living in their cars with housing and stability services.
- Exemption 02 [REDACTED]
- The 2018 point-in-time count estimates that 3,372 people are living vehicles in King County. This program will help inform the City of the various needs of people experiencing homelessness.
- The pilot will serve people who are living in cars – and actively trying to transition to permanent housing – with a safe place to stay overnight, a connection to housing case management, and opportunity to use hygiene facilities.
- The City is leveraging current investments in public resources to better serve people experiencing homelessness.
- Exemption 02 [REDACTED]
- Exemption 02 [REDACTED]  
[REDACTED]
- Exemption 02 [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]
- Exemption 02 [REDACTED]

## Constituent Concerns and Answers:

**Concern 1:** This program will serve people living in RVs who sometimes throw their trash around and don't clean up after themselves.

**Answer 1:** This program will not serve people living in RVs, only in cars. The site will include garbage receptacles and will be staffed to keep it tidy. All participants must be pre-screened into the program, it is not open to the general public.

**Concern 2:** This program will attract RV parking in the park and the associated behavioral problems.

**Answer 2:** HSD staff, program staff, and SPD will work together to ensure that this program is serving its intended participants, that parking regulations are enforced in the park, and that the park is available to serve parks guests. Please contact Jackie St. Louis, Director of Unsheltered Crisis Response at HSD, Josh Castle, Low Income Housing Institute, and [homelessness@seattle.gov](mailto:homelessness@seattle.gov) with concerns about behavior in the park that you believe to be associated with the safe parking pilot program.

**Concern 3:** I don't want a tiny house village **Exemption 02**

**Answer 3:** This program is not a tiny house village. First, it will only operate overnight. All cars must leave the lot in the morning. Second, there will not be living structures on the site. The site will include lighting and fencing for security and one structure with electricity for case management. This is a pilot program that is expected to operate **Exemption 02**.

**Concern 4:** Didn't the City already try a parking lot for people living in cars and didn't it go really badly?

**Answer 4:** In previous years, the City has tried providing parking and living spaces for people living in RVs. This program is different. It will serve people living in cars and is inspired by a similar and successful program in San Diego called Dreams for Change. We have heard from providers and people that work with those living in cars that this group of folks may be newly experiencing homelessness, going to work or school during the day, and a car may be their last asset. This is a pilot program so that the City can learn about how best to help this population. It's meant to provide a stable place to stay while people look for housing.

**Concern 5:** What happens if there is an increase in crime in the neighborhood?

**Answer 5:** As always, please call 911 if you witness a crime. During the first month of the program, the police department will do an emphasis patrol in the neighborhood and will continue to monitor the area for necessary changes in staffing and patrol.

**Concern 6:** I park there when I use the park.

**Answer 6:** This program is overnight only and will be available for use by park patrons during the day.

**Concern 7:** Why **Exemption 02**

**Answer 7:** **Exemption 02**  
[Redacted text block containing multiple lines of blacked-out content]

## Key Audiences & Stakeholders

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1. Community members
  - a. Pat Murakami (Southeast Seattle Crime Prevention Council)
  - b. Homeowners on Genesee Park (reached through canvass)
  - c. List of early outreach organizations listed below.
  - d. Please see **Attachment A: Community Organizations and Stakeholders** for complete list of community organizations and stakeholders to be contacted.
2. Media
  - a. The Seattle Times
  - b. The South Seattle Emerald
  - c. Real Change
  - d. The C is for Crank
  - e. KUOW
3. Councilmembers
  - a. Bruce Harrell
  - b. Mike O'Brien
  - c. Kshama Sawant
  - d. Teresa Mosqueda
  - e. Lorena Gonzalez
4. City employees
  - a. Tiffany Washington, HSD
  - b. Kim Von Henkle, HSD

- c. Jules Posada, HSD
  - d. Jackie St. Louis, HSD
  - e. Cheryl Fraser, DPR
  - f. Chief Adrian Diaz, SPD
  - g. Captain Kevin Grossman, SPD
  - h. Tom Van Bronkhorst, DON
  - i. Lily Rehrmann, HSD
5. Cabinet
- a. Jason Johnson, HSD
  - b. Christopher Williams, DPR
  - c. Chief Carmen Best, SPD
6. Labor

## Specific Media Targets

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HSD offers interviews to the Seattle Times, South Seattle Emerald, Real Change, The C is for Crank, and KUOW

The Seattle Times covered the budget add for the Safe Parking Pilot in its story on Mayor Durkan's 2019 proposed budget and has been asking for an update.

The South Seattle Emerald **Exemption 02**, while it covers stories across the city, South Seattle based stories are of particular interest.

Real Change covers stories of importance for people experiencing homelessness.

Erica Barnett, The C is for Crank, lives relatively near the project site.

KUOW's Kate Walters covers issues of homelessness

## Specific Community Engagement Targets

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### Early outreach list:

Columbia City Business Organization  
Columbia City Church of Hope  
Hawthorne Elementary  
HomeSight  
La Luz Del Mundo

Lakewood Seward Park Community Association  
Rainer Chamber of Commerce  
Pat Murakami  
Rainier Community Center Advisory Council  
Rainier Valley Greenways  
Seattle Rainier Lions Club  
La Escuelita Bilingual School

## Tactics

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- Interviews
  - HSD Communications will offer interviews to the Seattle Times, South Seattle Emerald, Erica Barnett, KUOW and Real Change emphasizing the above key messages.
    - This is a small program designed to help the City learn how to better serve people living in their cars.
    - The City is leveraging resources we already have to serve more people.
- Event
  - HSD does not suggest an event at this time to allow participants time to adjust.
  - Exemption 02 [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]
  - This pilot will have a ramp up period and will begin serving a smaller number of people and cars.
  - HSD will work with LIHI to support an event that the participants are comfortable with.
- Press Release
- Fact Sheet(s)
  - Please see attached 1 pager which will be sent to community stakeholders via email, posted on HSD's blog and social media channels and used for canvassing in the neighborhood.
- Microsite & Social Media
  - The 1 pager will be posted on HSD's sites.

- Canvassing
  - Please see attached canvassing map. The 1 pager will be distributed.
- Community Meeting
  - The City will host a community meeting in the neighborhood in March to discuss the pilot.

## Key Stories/Headlines

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- The City of Seattle is piloting a new program to learn how to better serve people who are living in their cars.
- This is a **Exemption 02** program, that **Exemption 02** to help people connect to housing and services.

## Outreach Timeline

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**Please see Attachment B: Outreach Timeline for condensed timeline for community engagement and outreach**

### **Tuesday, February 26 – March 1**

- Call identified community leaders
- Call Council offices
  - CM O'Brien has requested a visit to the site – arrange visit
- Contact community organizations and offer to attend scheduled meetings
- Contact identified media organizations

### **Tuesday, March 5**

- City announcement on HSD blog
- Send 1 pager to large community list

### **Thursday, March 7**

- Canvass neighborhood

### **Monday, March 18 – March 22**

- Host community meeting

### **Ongoing, February 26 – April 30**

- Attend community meetings and respond to constituent questions and concerns.

# Communications & Outreach Assets

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## Events

HSD doesn't recommend an opening event at this time.

## Press Release and Fact Sheets

- Fact Sheet for community stakeholders

## Flyers/Materials to Distribute

- 1 pager Fact Sheet
  - Please see **Attachment C: 1 Pager and FAQ**

## Message Guidance

## Blogs

- Posting 1 pager on HSD blog

## Community Meeting

- City will host a community meeting the week of March 18 – March 22