

# Communications & Outreach Plan:

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## Goals

Engage with and inform community stakeholders of a new pilot program serving people experiencing homelessness. Exemption 02

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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
- 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.
- Exemption 02
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- Exemption 02

## 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:** Exemption 02

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

**Answer 2:** Exemption 02

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

**Answer 3:** 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. Exemption 02

**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. Exemption 02

**Concern 6:** I park there Exemption 02

Answer 6: Exemption 02

Concern 7: Why Exemption 02

Answer 7: Exemption 02

## Key Audiences & Stakeholders

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1. Community members
  - a. Pat Murakami (Southeast Seattle Crime Prevention Council)
  - b. Homeowners on Exemption 02 (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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Exemption 02 [Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

## Specific Community Engagement Targets

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### Early outreach list:

Exemption 02 [Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Exemption 02  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
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## Tactics

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- Exemption 02
  - [Redacted]  
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    - [Redacted]  
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    - [Redacted]  
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- Exemption 02
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- Exemption 02
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- Exemption 02
  - [Redacted]
- Exemption 02
  - [Redacted]
  - [Redacted]

## 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**

### Exemption 02

- [Redacted]
- [Redacted]
  - [Redacted]
- [Redacted]
- [Redacted]

### Exemption 02

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- [Redacted]

### Exemption 02

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### Exemption 02

- [Redacted]

### Exemption 02

- [Redacted]

# Communications & Outreach Assets

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Exemption 02

[Redacted]

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- [Redacted]

[Redacted]

- [Redacted]
  - [Redacted]

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- [Redacted]

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- [Redacted]