

Public Engagement Plan

Pike Place Market Master Plan | April 2023

Introduction

The master planning process must be grounded in stakeholder engagement from the start. This will ensure that the Master Plan is informed by institutional knowledge and on-the-ground, diverse perspectives on opportunities and challenges.

The Public Engagement Plan includes the following elements:

- **Objectives** of the Public Engagement Plan.
- **Public Engagement Activities**, including details on information needs and targeted stakeholders. While the engagement activities are inclusive of all known activities to date, they may shift to support the information needs of the consultant team. Total public engagement activities will not exceed the allocated budget for community engagement.
- **Communications Plan**, including the roles BERK and PPM will play in reaching a broad audience.
- **Timeline** of Engagement Activities.

Objectives

The objectives for public engagement are:

1. **Provide information and transparency** on the master planning process and product through robust dialogue and input from the greater Pike Place Market Community.
2. **Gather data and insights from the diverse set of Market stakeholders to inform the plan's analysis and recommendations.**
3. **Ensure a diverse and equitable representation** of key stakeholder voices, including tenants, customers, community-based organizations (CBOs), and other groups affiliated with the market are reflected in the Master Plan.
4. **Identify strategies, opportunities, and challenges to increase local and regional visitors** to Pike Place Market, including interest in new businesses, gathering spaces, and/or events.
5. **Support PPM's capacity to play a leading role in Seattle policy development** on relevant topics such as downtown and waterfront planning, food policy, and economic development.

6. **Identify opportunities and challenges** to ensure the Master Plan leads with principles of Diversity, Equity, and Inclusion (DEI).

Public Engagement Activities

1 Open House

Early April

BERK will host a half day open house in early April for Market stakeholders to interact with the consultant team at a location identified by Preservation & Development Authority (PDA) staff. This informal meeting space at the Market will be open to the public and serve as a venue to share information about the master planning process, where to find updates and how to engage, as well as provide transparency about the process and goals of the project. While BERK will have some materials to share with community groups and interested community members, the open house will be a space to ask questions and engage in casual dialogue. BERK will advertise this event by putting the information on the PDA website, social media (Facebook, Instagram, etc.) as well as inviting some targeted stakeholders.

Targeted Stakeholders

- Pike Place Market Historical Commission
- Friends of Pike Place Market
- Pike Place Market Foundation
- Pike Place Market Constituency
- Interested Market community members (commercial tenants, Daystall permit holders, residents)
- Greater Seattle community

Deliverables

- Open House event with interested stakeholders

2 Presentations

Up to six through October 2023

BERK will create a presentation about the master planning process, including opportunities for involvement, that can be adapted as needed to interested groups and as the process evolves. BERK will join up to six meetings as requested by stakeholder groups to present.

Deliverables

- Adaptable presentation

3 Stakeholder Interviews

March – November 2023

Interviews provide in-depth information on a particular person’s point of view. They are effective at providing well-positioned, expert, or direct information on a topic as well as building relationships during the project’s timeline. BERK will develop a standard list of interview questions, which will be modified to best use the input and time of individual stakeholders. BERK will conduct interviews with identified stakeholders via phone, Zoom, or in-person. BERK will take interview notes and incorporate the input into the summary of stakeholder engagement findings. Content will not be attributed to individual interviewees. However, given the size of the community and specialized expertise of interviewees, BERK cannot guarantee anonymity. A master spreadsheet will be made to coordinate engagement with the consultant team and conduct interviews to achieve multiple purposes where it makes sense. BERK will be the lead administrator of the spreadsheet.

Targeted Stakeholders	Information Need	Initial Contacts	Lead
City of Seattle	<ul style="list-style-type: none"> Inform about the project Understand opportunities and challenges for PPM related to regulations, zoning, and more. 	<ul style="list-style-type: none"> Seattle Office of Economic Development Office of Sustainability and Environment Elected officials 	BERK lead Mithun support
Community organizations	<ul style="list-style-type: none"> Understand the role that PPM has played in Seattle Recommendations for how stakeholders are impacted by and should be involved in the Master Plan Explore how to preserve PPM’s historic, authentic identity as a center of commerce and community resource; and re- envision partnerships and programming in the interest of fulfilling those goals. 	<ul style="list-style-type: none"> Community non-profits (e.g., Friends of Hmong Farmers, Ventures Non-Profit, local Native American organizations) Downtown Seattle Association/Metropolitan Improvement District Visit Seattle Market Social Services (Market Commons, Neighborcare Health at Pike Place Market, Pike Market Senior Center & Food Bank, Heritage House at the Market, and Pike Market Child Care and Preschool) 	BERK lead

Pike Place Market Merchants	<ul style="list-style-type: none"> Understand opportunities and challenges for tenants Identify physical and technological updates needed at PPM Understand differences among tenants, including space and infrastructure needs, customer base, etc. Understand current barriers to representation among merchants in terms of race, geographic origin, age, disability, and gender 	<ul style="list-style-type: none"> Work with the PDA to identify merchants who would be best to interview rather than participate in a discussion group 	<p>MRA lead</p> <p>BERK support</p>
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Deliverables

- Interview questions
- Up to 20-30 interviews across the consultant team
- Themes and information integrated into final engagement summary

4 Discussion Groups

April – December 2023

BERK will host up to 12 discussion groups to solicit information from key stakeholders. BERK will host these groups in-person at a location convenient to the group, or online. Discussion groups will be an opportunity to gather information in a group setting as well as test ideas that have arisen during the project to ensure we are on the right track. Discussion groups allow the consultant team to build consensus and collective support for the plan recommendations. A stipend may be given to participants to incentivize participation.

Targeted Stakeholders	Information Need	Initial Contacts	Lead
Pike Place Market Community	<ul style="list-style-type: none"> Understand opportunities and challenges for merchants Identify physical updates needed at PPM Understand differences among tenants, including space and infrastructure needs, customer base, etc. Understand current barriers to representation 	<ul style="list-style-type: none"> Commercial tenants Daystall permit holders (craft and farm) Pike Place Market Foundation Pike Place Market Constituency Friends of the Market 	<p>MRA lead</p> <p>BERK support</p>

	among merchants in terms of race, geographic origin, and gender	<ul style="list-style-type: none"> Market Historical Commission board members 	
PDA residents	<ul style="list-style-type: none"> Identify physical updates needed at PDA properties 	<ul style="list-style-type: none"> Work with housing providers to engage residents 	Mithun lead, BERK support
Major institutions and neighbors	<ul style="list-style-type: none"> Ensure continuity between neighboring institutions as the waterfront develops Identify shared goals for future programming or planning 	<ul style="list-style-type: none"> Aquarium Friends of Waterfront Seattle Port of Seattle tourism staff Convention Center Restaurant Association Seattle Hotel Association Belltown United Uptown Alliance Pioneer Square Alliance 	BERK lead
Downtown Seattle residents	<ul style="list-style-type: none"> Engage with residents who value the idea of PPM but visit infrequently 	<ul style="list-style-type: none"> Seattle Concierge Guild Neighborhood associations within proximity to the Market 	BERK lead

Deliverables

- Discussion guide and meeting materials
- Themes and information integrated into final engagement summary

5 Community Survey

June – November 2023

Data on visitor preferences and perceptions of Pike Place Market is critical to developing a Master Plan that is responsive to evolving consumer demand. BERK will design a survey that asks for feedback on the current experience early in the process and tests ideas for new uses and programming later in the planning process. Working closely with the PDA to develop the survey will ensure we are specific with what we hope to learn. We will design the survey with some of the following elements:

- 5-10 closed-ended questions to ensure a high response rate and efficient analysis
- Respondent questions that can be parsed by category (e.g., King County residents vs. PPM neighbors vs. state/national/international tourists/visitors)

- Conduct the survey in the top six most spoken languages in King County: Spanish, Korean, Vietnamese, Chinese (Simplified and Traditional), Amharic and English.

BERK will lead design of the survey with support from the HR&A Team; BERK will analyze the results and share topline findings as results are coming in. Given the timeline for the project, we expect to keep the perceptions and preference survey open for several months to allow for extensive promotion around the survey to generate more responses.

To ensure a high response rate from a diverse audience in multiple languages, a stipend may be given to community-based organizations that help disseminate the survey to groups the PDA does not typically reach. BERK will pay for the stipends as part of their original budget - this comes at no additional cost to the PDA. Up to two \$50 gift card raffles will also be included as an incentive for survey participants. BERK will work with the PDA to promote the survey through social media as well.

Targeted Stakeholders	Information Need	Promotion Opportunities
Frequent market visitors	<ul style="list-style-type: none"> ▪ Understand the characteristics of current frequent visitors ▪ Identify aspects of the market that keep visitors returning ▪ Identify what frequent visitors would like to see in Pike Place Market's future ▪ Identify challenges to frequent visitors and how we might reward frequency/loyalty 	<ul style="list-style-type: none"> ▪ QR code at market PDA webpage ▪ PDA email databases
Seattle residents	<ul style="list-style-type: none"> ▪ Understand the perceptions of Pike Place Market ▪ Identify what changes would encourage more local visitors to visit the market 	<ul style="list-style-type: none"> ▪ Downtown Seattle Association, Condo associations, Concierge Guild ▪ Neighborhood and community based organizations
Regional residents	<ul style="list-style-type: none"> ▪ Understand the perceptions of Pike Place Market ▪ Identify what changes would encourage more local visitors to visit the market 	<ul style="list-style-type: none"> ▪ Neighborhood and community-based organizations ▪ Community organizations
Out of Region Visitors	<ul style="list-style-type: none"> ▪ Gather information about what they like most about the market 	<ul style="list-style-type: none"> ▪ QR code at market Tour groups

Deliverables

- Survey: Design of questions, promotion, administration, and analysis
- Updates: Monthly updates to the project team on survey findings
- Final Survey Summary: Report with themes of the survey and implications for the Master Plan

6 Report Back and Celebration

October 2023

BERK will host a final open house celebration with all stakeholders to review draft recommendations. This will be the last touch point with engaged stakeholders prior to plan adoption and implementation in 2024. Food and drink will be provided.

BERK will prepare a summary of the engagement approach and methods, as well as the key findings and implications for the Master Plan.

Deliverables

- Engagement Summary

Communication Plan

BERK will support the communication plan with PDA staff as the lead, including plans for social media posts, a central website (or PDA webpage), and other communication to ensure all stakeholders can stay apprised of updates and receive information through a single source. BERK can also develop communication language and/or materials to engage various market stakeholders. PDA communications team support will entail coordinating communications consistent with the PPM's current brand and platforms. PDA staff will not be asked to participate in engagement activities but will be invited.

Timeline

