

2021 King County Districting Committee

DRAFT OUTREACH PLAN

Updated: June 9, 2021

The 2021 King County Districting Committee is responsible for redrawing King County Council Districts using 2020 Census data. By law, district boundaries must be realigned every 10 years to reflect changes in population distribution. The Committee is interested in hearing from stakeholders, communities of interest and other traditionally underserved communities as well as the general public. The Committee has developed the following high-level draft outreach work program to guide its efforts to host an inclusive and efficient process. The high-level timeline for this work is as follows:



Education and Input

Districting Committee Members Community Outreach

- The best approach to gathering vital feedback is to go meet groups where there are (when possible)
- Districting Committee Members would individually or in pairs (more than 2 members would need to be noticed as a meeting – which staff can facilitate if there is interest)
- Information would be provided to the groups and feedback would be sought (see Phases below)

Website + Email + Surveys

- Host dashboard on status of committee work
- Host educational materials (e.g. videos and story map)
- Email, public comment form and surveys

Town Hall Meetings

- Host via Zoom (or in person in the fall if the committee so decides)
- Solicit feedback from the public or targeted communities
- Most useful for draft and final map(s)

Public Hearings

- Host via Zoom (or in person in the fall if the committee so decides)

- Opportunity for public to comment
- Most useful for draft and final map(s)

Media

Earned media:

Look for opportunities to speak into local, state or national conversations as opportunities arise and to promote town hall meetings or hearings aimed at the general public. Issue press releases and offer members for interviews as applicable.

Social media:

Utilize the King County Facebook (32,500 likes) and Twitter (86,600 followers) accounts to strategically post and boost content. #kcdistricting

King County TV:

Work with King County TV to develop an informational segment and small clips for social media and for use in outreach meetings. Content will be captioned in additional languages. One or more committee members will appear in the videos.

Traditional Advertising:

Online and print advertising in mainstream and ethnic media outlets will be used to solicit engagement in the fall. Advertising is expensive so we want to use it at the most impactful stage of the process and particularly to reach underserved and underrepresented communities.

Language Access:

Materials and advertising will be created in the top eight languages (ACS) to increase participation to the greatest extent possible among communities of interest and other underserved communities. Interpreters will be utilized to assist the committee in hearing directly from communities as appropriate.

Top 10 Languages Census ACS 2019

1	Spanish	54,200
2	Chinese	44,500
3	Vietnamese	21,700
4	Korean	9,700
5	Russian	8,600
6	Tagalog	7,400
7	Japanese	5,400
8	Amharic	5,200
9	Somali	5,100
10	Ukrainian	4,800

Phase 1 Outreach – Community and Stakeholder Listening Sessions (Summer)

Districting Overview + KCGIS Story Map + Questions/Discussion Alt: Questionnaire

Community and stakeholder listening sessions will occur over the summer online using tools like Zoom to engage communities, organizations and interested jurisdictions throughout King County. The listening sessions will encompass targeted outreach to cities, other taxing districts, civic and municipal organizations, and community-based organizations (CBOs). The committee will seek to engage the assistance and expertise of large CBOs to serve as hosts for the listening sessions and invite smaller CBOs and community members to participate. At the committee's direction, staff propose the following 20 listening sessions for committee members to learn about the people and communities that comprise King County. Each event will consist of the following:

1. Welcome and introductions
2. Background on the Districting Committee and King County and its services
3. Discussion - solicit feedback based upon a set of questions that will be as standardized as possible

If more than two members are interested in attending any session, we need to post a notice of the session as an official meeting and provide at least 24 hours' notice. Groups that are unable to participate will be emailed a link to the questions which will be posted on the Districting Committee website so that they may still provide input to the Districting Committee. Four meetings will be held primarily in the top four languages as described below and additional interpreters will be engaged upon request in working with the host CBOs.

GOAL: The goal of the community listening sessions will be to solicit feedback to assist the committee in drawing the new district boundaries including, but not limited to:

1. How well the Council District boundaries could better serve and represent the cities, other jurisdictions communities and residents of King County
2. Identify and learn about communities of interest in King County

Estimated Schedule for Listening Sessions:

- Week of July 12:
 - Listening Session 1: (TBA)
 - Listening Session 2: (TBA)
 - Listening Session 3: (TBA)
 - Listening Session 4: (TBA)
- Week of July 19:
 - Listening Session 1: (TBA)

- Listening Session 2: (TBA)
- Listening Session 3: (TBA)
- Listening Session 4: (TBA)
- Week of July 26:
 - Listening Session 1: (TBA)
 - Listening Session 2: (TBA)
 - Listening Session 3: (TBA)
 - Listening Session 4: (TBA)
- Week of August 2:
 - Listening Session 1: (TBA)
 - Listening Session 2: (TBA)
 - Listening Session 3: (TBA)
 - Listening Session 4: (TBA)
- Week of August 9:
 - Listening Session 1: (TBA)
 - Listening Session 2: (TBA)
 - Listening Session 3: (TBA)
 - Listening Session 4: (TBA)

If more than two members are interested in attending any session, we need to post a notice of the session as an official meeting and provide at least 24 hours' notice. Staff estimates a time commitment of approximately two hours for each meeting. Some meetings may take longer if interpreters are supporting the meeting.

Proposed Listening Sessions:

1. Cities/other taxing districts throughout East King County

Beaux Arts Village	Bellevue	Carnation	Clyde Hill
Hunts Point	Issaquah	Kirkland	Medina
Mercer Island	Newcastle	North Bend	Redmond
Sammamish	Skykomish	Snoqualmie	Yarrow Point

2. Cities other taxing districts throughout North King County

Bothell (partial)	Duvall	Kenmore	Lake Forest Park
Seattle	Shoreline	Woodinville	

3. Cities other taxing districts throughout South King County

Algona	Auburn (partial)	Black Diamond	Burien
Covington	Des Moines	Enumclaw (partial)	Federal Way
Kent	Maple Valley	Milton (partial)	Normandy Park
Pacific (partial)	Renton	SeaTac	Tukwila

4. Unincorporated Community Groups - West

Comunidad Latina de Vashon	North Highline Unincorporated Area Council	Skyway Coalition	Skyway Youth Network Collaborative
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South Park Area Redevelopment Committee	West Hill Community Association (Skyway/Bryn Mawr)	White Center Community Development Association	Vashon/Maury Island Community Council
Villa Comunitaria	Additional groups TBD		

5. Unincorporated Community Groups – East/North

Fairwood	Fall City	Other areas TBD
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6. Civic and Municipal Groups

- **Co-host:** [Municipal League of King County](#)
- **Co-host:** [League of Women Voters of Seattle-King County](#)
- Additional organizations such as:
 - League of Education Voters
 - FairVote Washington

7. Black and African American Community Groups

- **Co-host:** [Seattle King County NAACP](#)
- **Co-host:** [Urban League of Metropolitan Seattle](#)
- Additional organizations such as:
 - Black Brilliance Project
 - King County Equity Now
 - Black Education Strategy Roundtable
 - The Breakfast Group

8. Hispanic Community Groups – meeting primarily held in Spanish

- **Co-host:** [El Centro de la Raza](#)
- Additional organizations such as:
 - Casa Latina
 - Latino Community Fund

9. API Community Groups

- **Co-host:** [APDC Director’s Committee](#)
- Additional organizations such as:
 - API Chaya
 - Asian Counseling and Referral Service
 - Asian Pacific Islander Coalition
 - Indian American Community Services
 - Hmong Association of Washington
 - Filipino Community of Seattle

10. Chinese Community Groups – meeting primarily held in Mandarin

- **Co-host:** [OCA Advocate-Seattle Chapter](#)
- **Co-host:** [Chinese Information & Service Center \(CISC\)](#)

11. Vietnamese Community Groups – meeting primarily held in Vietnamese

- **Co-host:** [Kandelina](#)
- **Co-host:** [Friends of Little Saigon](#)

12. Korean Community Groups – meeting primarily held in Korean

- **Co-host:** [Korean American Coalition](#)

13. Native Community Groups

- **Co-host:** [Chief Seattle Club](#)
- Additional organizations such as:
 - Seattle Indian Health Board
 - United Indians of All Tribes Foundation

14. Muslim Community Groups

- **Co-host:** [Muslim Association of Puget Sound](#)
- Additional organizations such as:
 - Council on American Islamic Relations (CAIR-WA)
 - Muslim Community and Neighborhood Association

15. Slavic Community Groups

- **Co-host:** [Ukrainian Community Center of Washington](#)

16. African Community Groups

- **Co-host:** [Global to Local](#)
- Additional organizations such as:
 - Africatown
 - African Diaspora of Washington
 - Ethiopian Community in Seattle
 - Horn of Africa Services
 - Somali Community Services
 - West African Community Council

17. South Seattle/South King County Community Groups

- **Co-host:** **Puget Sound Sage** - [SouthCORE](#) (large organizational membership)

18. Immigrant Rights and Advocacy Groups

- **Co-host:** [OneAmerica](#)
- Additional organizations such as:
 - American Civil Liberties Union of Washington
 - Anti-Defamation League Pacific Northwest
 - Eastside for All
 - King County Immigrant and Refugee Commission
 - Northwest Immigrant Rights Project

19. Community Groups

- **Co-host:** [Church Council of Greater Seattle](#)
- Additional organizations such as:
 - King County Board for Developmental Disabilities
 - King County Veterans Advisory Board
 - Seattle/King County Area Agency on Aging
 - Seattle/King County Coalition on Homelessness

20. Building Thriving Communities

- **Co-host:** [Communities of Opportunity Governance Group](#)
- **Co-host:** [College Success Foundation](#)

Phase 2 Outreach – Map Feedback (Fall)

Districting Overview + Draft Maps + Questions/Discussion

Alt: Questionnaire

In the fall, the committee will have draft maps ready to solicit feedback from the public. Meetings will be held online and possibly in person dependent upon the status of the pandemic and Open Public Meetings Act waiver. The Committee will solicit feedback on draft map versions to inform the consolidation process to one final map. Outreach tools identified above including town hall meetings, public hearings, and advertising will be deployed to solicit engagement in the process and feedback that can be used to assist the committee in arriving at a final version of the map. The committee will solicit feedback by email from CBOs engaged during Phase 1 and invite them to the town hall meetings. Due to time constraints dictated by the late arrival of the Census data and the deadline imposed by the King County Charter, it is unlikely many if any targeted meetings will be possible in the fall. This is of course up to the committee's discretion.

GOAL: The goal of the community listening sessions will be to solicit feedback to assist the committee in evaluating the redistricting alternatives to determine how district boundaries effectively represent the people of King County.

Final Public Hearing

Location: Online and/or TBD

Target Dates:

Monday, November 22 – Public Hearing - Districting Master presents the final plan

Monday, November 29 – Amend the Plan (or earliest date to adopt if no amendments)

Tuesday, November 30 – Present the Amended Plan

Tuesday, December 7 – Adopt the Plan (if amended)

The presentation of the final plan must occur by December 31. The Districting Master will present a final plan to the committee for adoption with or without amendment. The Districting Committee must wait one week after the public hearing, but no more than 15 days to adopt the districting plan. If the plan is amended, the committee must wait one week before adopting the plan. Upon adoption, the plan is submitted to the Clerk of the Council and considered final. Note this subsection is crafted to ensure the committee fulfills its legal obligations.

Sharing Results

The final step will be to thank and share with stakeholders, communities and CBOs engaged throughout the process the results of the committee's work and their engagement.

King County TV is also planning to put together a video to explain how the districts are changing sometime after the plan is submitted to the Clerk of the Council.