



MEMORANDUM COMMUNITY & ECONOMIC DEVELOPMENT

Date: 3/14/2024
To: Planning & Economic Development (PED) Committee
From: Kate Kaehny, Principal Planner
Subject: **Informational Briefing on the Envision SeaTac 2044 Project's "City Vision Poll" Findings Report**

Summary

The Envision SeaTac 2044 project is the major periodic update of the Comprehensive Plan, which is required by state law. A key component of the major update project, which has been underway since Summer 2023, is public input on community priorities for how SeaTac should grow and develop in the future. At the Committee's March 21 meeting, staff will provide an informational briefing of findings from the Envision project's first community engagement activity, the "City Vision Poll," and how those findings will be used to inform the policy update process.

Analysis

The Envision SeaTac 2044 Comprehensive Plan Update process kicked off its community outreach in August 2023, by publishing the "City Vision Poll," a survey designed to solicit public input on key community priorities for how the city should grow over the next twenty years. The survey was published online in five languages (English, Amharic, Spanish, Somali, and Vietnamese) and was available from August through November 2023. To ensure representative input from SeaTac's varied population, project staff did in-person surveying at five special events around the city. The SeaTac community center, senior center and City Hall also advertised the survey and hard copies were available for those not interested in taking it online.

Findings from the poll have been compiled within the City Vision Poll Findings Report, which is included within this packet. Some highlights from the report include the following:

- The City Vision Poll included fifteen questions, including six optional questions that asked respondents to share information about their backgrounds and connection to the city.
- 251 responses were collected, 180 responses from the online survey and 71 responses in person.
- Six surveys were filled in with responses in Spanish, and other Spanish speakers were assisted by interpreters in filling out English language surveys at various in-person events.
- Respondents offered a variety of opinions about various current conditions in the city and priorities for the future. An example of these varied opinions can be seen in the "Word Cloud" summary of responses to Question 1, "What one or two words best describe the City of SeaTac," provided below. (Note: The largest words within the word cloud represent the most frequent and common answers among the compiled list of respondent answers. The smaller words represent more unique and less common answers from respondents. Combined phrases are direct reflections of respondent answers.)



At the March 14 meeting, staff will provide an overview of key findings from the entire survey and how they will be used to inform the policy update process over the next year.

Packet Materials

Packet materials include the following:

- This memo
- City Vision Poll Findings Report
 - Please note that the Report's appendix includes the verbatim language from respondents, including language that some people may find insensitive or offensive. Please also note that the names of individuals and swear words have been redacted.

Additional materials for the March 21 presentation will be provided at the meeting.