



# City of Seattle

## Step by Step Guide to Early Outreach for Design Review

### To begin:

- Contact [DREarlyOutreach@seattle.gov](mailto:DREarlyOutreach@seattle.gov) to begin the process.
- You will be sent a template to fill out so that we can post project information on the [Early Outreach for Design Review Blog](#).
- Start drafting your plan. Check out the table on pg. 3-4 in the [Director's Rule](#) and the [Sample Outreach Plans](#). You will need to do printed, digital/electronic, and in-person outreach methods. One from each category if you are doing a high-impact method; two strategies if you are choosing multi-pronged methods.
- *Project in an Equity Area?* Then send your draft plan to [drearlyoutreach@seattle.gov](mailto:drearlyoutreach@seattle.gov) to review and make suggestions on equitable outreach strategies.
- *Not in an Equity Area?* You can optionally send your plan to [DREarlyoutreach@seattle.gov](mailto:DREarlyoutreach@seattle.gov) to be sure that you are completing all the requirements. Or you can begin your outreach.

### If your project is in an Equity Area:

- Please send your draft outreach plan to [DREarlyoutreach@seattle.gov](mailto:DREarlyoutreach@seattle.gov) for review and feedback on equitable outreach practices. Our review should take no longer than 3 business days.
- Once you receive feedback, update your plan and send it back for approval before you begin your outreach.

### Doing your outreach:

- Be sure you include all the requirements on your printed and digital materials as listed on pg. 5 of the [Director's Rule](#).
- There are lots of useful documents on the [Early Outreach for Design Review Website](#), such as [instructions to find mailing address within 500'](#), [sample questions for surveys](#), [neighborhood snapshots](#), and more.
- Make sure you are including privacy statements on all your materials. Here is a sample [sign-in sheet](#) to use for your in-person meeting.
- Make sure you are advertising your in-person meeting at least 14 days in advance (7 days if using a multi-pronged method) within your printed and digital outreach.
- As you are completing your outreach, make sure you are documenting everything as defined on pg. 7 in the [Director's Rule](#).
- Be sure to post your in-person events on the [Early Outreach for Design Review Calendar](#) at least seven days in advance.

### Finished with your outreach?

- Please send all documentation to [drearlyoutreach@seattle.gov](mailto:drearlyoutreach@seattle.gov) for review and approval.
- Once approved, your Early Outreach requirements are complete.
- Please take a few minutes to fill out this [evaluation survey](#) to let us know how the process went for you.