



## 58 号码头最终概念设计简报

2021 年 7 月和 8 月，海滨与市政项目办公室主办了一场线上开放日参观活动，与公众分享了 58 号码头的最终设计和洗手间概念设计的三成内容。这场线上开放参观活动未设置反馈环节。线上开放日的目的在于分享最终设计，帮助公众了解全新推出的无性别洗手间。

### 参与情况

- 2021 年 7 月 22 日至 8 月 16 日期间，共有 434 名单独用户访问了线上开放日的活动网站
  - 在这些访客中，有 14 个人访问了简体中文网站，有 13 个人访问了索马里文网站，有 9 人访问了西班牙文网站
- 有 106 名访客观看了[引导演示视频](#)

### 介绍

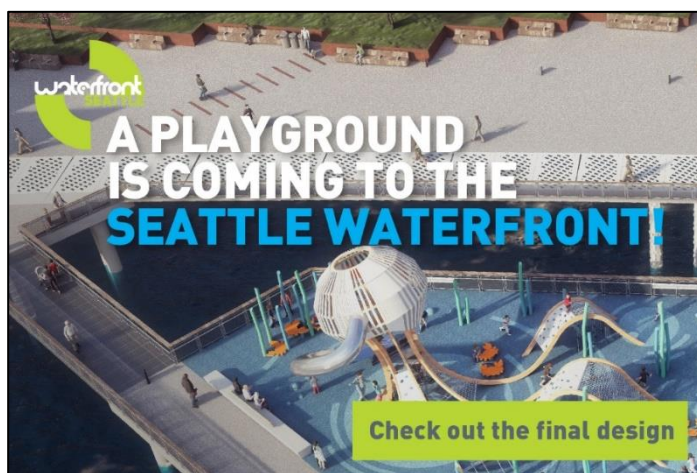
西雅图市海滨和市政项目办公室正在设计全新的 58 号码头，也称为海滨公园，旨在建设一个公共公园，改善码头的互通性、安全性和灵活性，同时拓宽欣赏埃利奥特湾和奥林匹克山脉的视野。这座全新的码头公园致力于为所有人提供更好的无障碍环境，尽心关注家庭和儿童，其中包括全新的公共广场、儿童游乐场、一大片草坪以及大量可供遮阳纳凉的树木。

由于新冠疫情，所有的外联活动均通过线上方式进行，包括 2021 年 7 月 22 日至 8 月 16 日的在线开放日。网站提供英文、西班牙文、简体中文和索马里文四种语言支持。访客可以观看一段介绍最终设计的[6 分钟视频](#)。

### 外联活动和通知方式

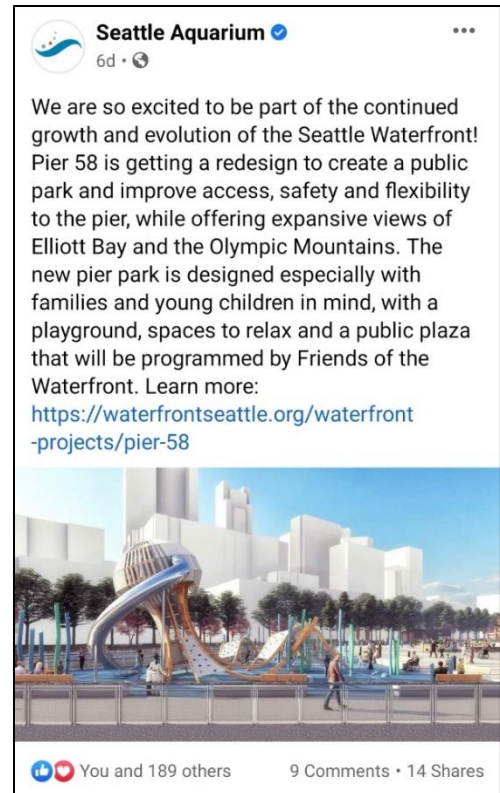
本次活动的参与机会是通过以下方式通知的：

- 在当地媒体刊物上投放**在线广告**，包括《South Seattle Emerald (南西雅图绿宝石报)》、《The Stranger (陌生人)》、《Puget Sound Business Journal (商业日报)》、《La Raza NW》、《NW Asian Weekly (西北亚洲周刊)》、《International Examiner (国际审查员)》、《ParentMap (亲子地图)》和《Seattle's Child (西雅图儿童)》，以及《Runta 新闻》和《西城时报》上刊登的经过翻译的广告



在当地媒体刊物上投放跳转至线上开放日的在线广告。

- 向西雅图海滨项目电子邮件列表的 12,377 名订阅用户发送电子通讯
- 在西雅图海滨区的社交媒体账户（包括 Instagram 和 Facebook）上发布**社交媒体快讯**
- 向之前沟通过的受众发送**电子邮件**，介绍游乐场和整体码头的设计。这类受众包括市中心的家庭和儿童、有无障碍需求的人员、有色人种家庭和寻求低价娱乐的人员
- 在西雅图公园娱乐部门的[公园大道博客](#)上**发布博文**，介绍游乐场的最终设计
- **与当地记者进行协调**，向他们的读者分享游乐场的设计。《Seattle's Child (西雅图儿童)》[写了一篇文章](#)，介绍了游乐场的反馈流程。
- 向包括少数族裔媒体在内的多家**当地媒体**发出关于此次资讯分享的通知
- **与当地组织和机构合作伙伴协作**，包括西雅图市中心协会、西雅图水族馆和西雅图公园管理部，以分享游乐场的最终设计
- 进行调查并与以家庭为中心的**社交媒体大 V** 合作，向其订阅者分享游乐场的最终设计。他们的帖子请见下两页。



西雅图水族馆在 Facebook 上分享了新游乐场的设计内容。

## 公众评论

我们没有得到关于最终设计的正式反馈，但确实收到了对我们和社区合作伙伴通过社交媒体分享的游乐场设计帖子的评论。

绝大多数评论都是积极正面的，人们对即将发生的事情倍感兴奋。我们收到了许多与这些例子类似的评论：“太好了！我们俩在有小孩之前就很喜欢在这一区域散步，很高兴现在孩子们和我们都乐在其中！”以及“这座游乐场听起来太棒了！”此外，还有一些关于无障碍方面的评论和问题，包括“耶！！我还看到你们提到了改善通道的情况。希望这是一座无障碍的多功能游乐场！！那该多酷啊？！？”以及“‘无障碍’并不必然意味着游乐场专为‘包容’而设，当然，应该朝着这一目标努力。拥有这处场地的西雅图在此有着巨大机遇。希望你们充分利用这点。”

关于游乐场、洗手间和码头设计的完整评论见下文。

## 社交媒体大 V 的帖子

**helloterumi**  
Seattle, Washington

Liked by **waterfrontsea** and **402 others**

**helloterumi** You can't get more Seattle than playing all day on Seattle's Waterfront. And what if one day there is even a playground here for young kids and families too? AD my family has loved all the new things happening recently on Seattle's #pier62 like this mini soccer field where my kids played near the boats and cruise ships and glistening downtown buildings after we ate takeout in the sun at a table overlooking the water. And now on #Pier58, so close to this spot and located next to @seattleaquarium, there will one day be a marine-themed playground, with spaces to sit and relax and a public plaza that will be programmed by @friendsofwaterfrontseattle. You can learn more about the final design at the online open house: <https://pier58.participate.online/> through Aug 16. Construction is scheduled to begin in 2022 and take about two years to create a safer, more accessible public park with expansive views of Elliott Bay and the Olympic Mountains. It's pretty cool to look at this area and imagine all the great spaces for families that will be here before we know it and it's so incredible to visit here now and watch it come together bit by bit. This is definitely one of our favorite places in Seattle to explore.

**kristen.morita**  
Paid partnership  
Downtown Seattle Area

Liked by **waterfrontsea** and **others**

**kristen.morita** #sponsored Anyone else run around town looking like this? Well, good news, Seattle families! There's a new playground coming to the Seattle Waterfront!

The new park will be at Pier 58, in between the aquarium and the Great Wheel (right behind where I'm standing). It is designed especially with families and young children in mind, with a playground, spaces to relax and a public plaza. The final design is posted online at <https://bit.ly/3xDe6eD> and features an 18-foot slide with a four-story jellyfish tower! 🐙

Construction begins late 2022 and is expected to take two years. Go check out the plans online (link in bio) and follow @waterfrontSEA for updates!

 **bakerfamadventures**  
Seattle, Washington



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 Liked by **waterfrontsea** and **217 others**

**bakerfamadventures** Hey #seattle did you guys hear about the new playground coming to the Waterfront in Seattle on #Pier58?! My kids love playgrounds and it's a big bonus for us because we frequent the @seattleaquarium and it's right next to that and the @seattlegreatwheel. The playground is designed for young children in mind and will be marine-themed with an 18 foot slide and much much more! It will also have relaxing spaces with amazing views of Elliott Bay and the Olympic Mountains and a public plaza that will be programmed by Friends of Waterfront Seattle.

[AD] Waterfront Seattle is redesigning Pier 58 to create a public park and improve access, safety, and flexibility of the pier. Construction is to begin in late 2022 and will approximately take about two years. To learn more about the final design check out their design: <https://bit.ly/3xDe6eD> (link is also in our bio) The site will be open till August 16th and follow @WaterfrontSEA to get all the new updates!