

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Action on Resolution No. 506 - Accepting the Public Participation Plan for the 2024 Comprehensive Plan Update
DEPARTMENT:	Planning and Community Development
PRESENTED BY:	Andrew Bauer, Planning Manager
ACTION:	<input type="checkbox"/> Ordinance <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Motion <input type="checkbox"/> Discussion <input type="checkbox"/> Public Hearing

PROBLEM/ISSUE STATEMENT:

The periodic update to the City’s Comprehensive Plan is underway. The plan is mandated by the Growth Management Act (GMA) to be updated periodically. The last major update of the Plan occurred in 2012. The next update is required to be completed by December 31, 2024.

On November 7, 2022, Council adopted [Resolution No. 502](#), establishing the scope and schedule for the Comprehensive Plan update, as well as directing staff to prepare a Public Participation Plan that will provide the blueprint for engagement with the community and stakeholders throughout the update process.

Tonight, staff will present for potential action proposed Resolution No. 506 (Attachment A), which provides the draft Public Participation Plan (Exhibit A) for the Comprehensive Plan. As per Council Rule of Procedure 6.1.B, as proposed Resolution No. 506 is an action item before the City Council for the first time and is not part of the Consent Calendar, public comment will follow the staff presentation of this item but precede Council discussion and potential action.

RESOURCE/FINANCIAL IMPACT:

A substantial portion of the Planning and Community Development Department work plan and staff resources will be focused on the 2024 periodic update of the Comprehensive Plan until its completion. The plan will be funded through a combination of existing general fund appropriations, State Department of Commerce grant funds, and the 2023-24 Biennial Budget.

RECOMMENDATION

Staff recommends that the City Council adopted proposed Resolution No. 506, accepting the Public Participation Plan for the 2024 Comprehensive Plan update.

Approved By: City Manager **BE** City Attorney **MK**

BACKGROUND

The [Comprehensive Plan](#) is the centerpiece of the City's planning efforts. It articulates the community's vision and establishes the goals and policies to inform the basis for regulations and decision-making. It also addresses anticipated population and employment growth over a 20-year horizon and how services, facilities, and the transportation network will accommodate growth.

At their November 7, 2022 meeting, the City Council adopted Resolution No. 502 which established the scope for the 2024 Comprehensive Plan update. The staff report from the November 7th meeting can be found at the following link:

<http://cosweb.ci.shoreline.wa.us/uploads/attachments/cck/council/staffreports/2022/staffreport110722-7c.pdf>.



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The scope identifies three overarching topics, or lenses, which will be incorporated throughout the review and update of the Plan:

- Climate,
- Equity and social justice, and
- Housing.

Through these lenses the City will evaluate the goals and policies of all elements of the Comprehensive Plan. Developing the Plan through these lenses will further support the City's goals as they relate to climate change and creating an equitable and welcoming City in which everyone can afford to live.

Resolution No. 502 also directs staff to prepare a Public Participation Plan that will provide the blueprint for engagement with the community and stakeholders throughout the update process.

DISCUSSION

Public Participation Plan

The broad scope of the Comprehensive Plan necessitates broad engagement and participation from the public. The GMA requires periodic review and updates of comprehensive plans be informed by a program for early and continuous community involvement that meaningfully and effectively engages the community (RCW 36.70A.035 and RCW 36.70A.140).

The draft Public Participation Plan (Exhibit A) was developed to satisfy GMA requirements. The Public Participation Plan also endeavors to be equitable and to amplify those voices that have historically been unheard through planning processes,

particularly those that have experienced disproportionate negative impacts such as communities of color, Native and Indigenous peoples, people in low-income households, people who speak a language other than English at home, people with disabilities, and those not well-represented at legislative and governing levels. It is also hoped that through this work the City will begin to create lasting connections that can be sustained over time.

Public Participation Principles

The following principles ground the public participation strategy in equitable and inclusive values and serve as a commitment from the project team about how they pledge to approach all aspects of public participation during the development of the Comprehensive Plan.

1. **Public input matters and public input is a priority.** Public input and involvement improve decision-making and creates a project that reflects the needs of the community.
2. **Outreach and engagement need to occur early and regularly.** Outreach and engagement need to occur throughout the project, along with a commitment to provide accurate and timely information and to listen and respond to community feedback. Communicating early and regularly limits surprises and helps manage participant expectations.
3. **Outreach and engagement will be equitable, transparent, and inclusive.** Guided by the Shoreline City Council's anti-racism Resolution, the project team will use inclusive outreach and culturally appropriate engagement methods to reach a diverse community. Our efforts will aim to build welcoming spaces that foster productive dialogue. Through our communication and engagement, we will recognize past experiences of our communities and demonstrate a commitment to improving our processes and services for all.
4. **Outreach should build partnerships and leverage existing relationships.** Where possible, staff will work closely with and cultivate positive, long-term relationships with residents, community-based organizations, businesses and other institutions, and partner agencies.
5. **Outreach includes following up with the community.** The project team will ensure communications processes that create meaningful feedback loops so participants know how their input informed decision-making processes, are aware of data and key community themes, and know what the next steps will be.

Public Participation Goals and Outcomes

The following goals and outcomes frame the public participations strategy. Goals can be defined as the aspirations the project team seeks to achieve through the public participation effort, while outcomes can be defined as what will be different if the participation effort is successfully implemented.

- **Goal #1:** Ensure members of the Shoreline community understand the purpose and importance of the Comprehensive Plan, as well as the project scope and schedule for the update.

Outcomes:

- Community members understood the purpose of comprehensive planning, how City decisions are made, and scope and schedule of the comprehensive plan update project.
 - Community members understood the challenges the plan is addressing and consequences of not investing in planning strategies and outcomes.
- **Goal #2:** Ensure members of the Shoreline community have meaningful opportunities to participate in the development of the Comprehensive Plan and understand how their input will shape City decision-making.

Outcomes:

- Community members participated in planning conversations through culturally relevant and convenient channels.
 - Community members influenced how the participation strategy was developed and implemented.
 - Community members understood where and how to provide meaningful input.
 - Community members can see how their input and participation shaped decisions and project outcomes.
 - Community members, particularly those that have been underrepresented or disenfranchised, were compensated for their community expertise and insight.
 - Community members, particularly those that have been underrepresented or disenfranchised, have a deeper sense of trust of and relationship with the City of Shoreline.
 - The City of Shoreline developed and commits to continued cultivation of relationships with people and organizations from historically underrepresented communities. The City gained experience employing tools and tactics and commits to continuing to learn new tools and tactics to reduce barriers to participation.
- **Goal #3:** Ensure the City of Shoreline has the right information and context to inform the Comprehensive Plan through an equity lens and advance the larger equity and social justice goals of the City.

Outcomes:

- Project team has documented input and reported regularly to confirm that the City understands cultural context of input, as well as community's expectations of how input will be used in planning.
- City of Shoreline more thoroughly considered the equity and social justice implications of its decisions, policies, and outcomes resulting from the Comprehensive Plan.

Public Participation Roadmap

Included within the Public Participation Plan is a roadmap with specific tools and tactics to be utilized.

	Prep: Fall 2022-Winter 2023	Phase 1: Winter - Spring 2023	Phase 2: Summer 2023 – Winter 2024	Phase 3: Spring 2024	Phase 4: Fall 2024
Phase	Project Planning	Visioning	Plan Elements & Concepts	Draft Comp Plan	Final Comp Plan Adoption
Purpose	<ul style="list-style-type: none"> Establish engagement schedule, goals, key strategies, and tools Establish equity outcomes and community liaison approach 	<ul style="list-style-type: none"> Community visioning Establish plan need, benefits, process and how community is involved Gather baseline info on community priorities 	Group 1: Summer - Fall 2023 Group 2: Fall 2023 - Winter 2024 <ul style="list-style-type: none"> Introduce Comp Plan elements and updated vision Gather community input on concepts/elements 	<ul style="list-style-type: none"> Communicate draft comp plan Articulate next steps 	<ul style="list-style-type: none"> City Council approves final Comp Plan
Tools & Tactics	<ul style="list-style-type: none"> Demographic analysis Project team coordination with city, planning commission and other key community touchpoints. Public participation plan Engagement activity plans Messaging, branding, and other communications materials 	Engagement activities <ul style="list-style-type: none"> Online open house: visioning survey Interviews Workshops / focus groups (Middle Housing) Virtual public meeting (Middle housing) Tabling / office hours Presentations / road show Communications <ul style="list-style-type: none"> Project website update Informational materials Media strategy (social media, traditional) Promotional materials (for survey, engagement activities) 	Engagement activities <ul style="list-style-type: none"> Online open house: concept survey Interviews Topic-specific workshops Community-led engagement events Virtual public meeting Tabling / office hours Presentations / road show Communications <ul style="list-style-type: none"> Project website update Topic-specific informational materials Media strategy (social media, traditional) Promotional materials (for survey, engagement activities) 	Engagement activities <ul style="list-style-type: none"> Online open house update (formal comment) Public meetings (formal comment) Tabling / office hours Presentations / road show Communications <ul style="list-style-type: none"> Project website update Draft comp plan informational materials Media strategy (social media, traditional) 	Engagement activities <ul style="list-style-type: none"> Public comment at City Council meeting(s) Communications <ul style="list-style-type: none"> Final plan communications materials. Project website update. Final plan informational materials Media strategy (social media, traditional)
Results	<ul style="list-style-type: none"> Secure project and City leadership approval for engagement 	<ul style="list-style-type: none"> Community understanding of Comp Plan update project City understanding of a broad range of community priorities 	<ul style="list-style-type: none"> Community input that informs comp plan elements Community support building for draft plan City understanding of equity implications of proposed decisions 	<ul style="list-style-type: none"> Community support building for final plan and understanding of next steps Community understands how their input shaped the draft plan 	<ul style="list-style-type: none"> Planning Commission final recommendation. City council adoption of Final Plan.

Public Participation Roadmap, excerpt from Public Participation Plan

Schedule and Next Steps

The update to the Comprehensive Plan is underway, with the current focus on finalizing the Public Participation Plan and preparing to kick-off community engagement.

Fall 2022	Winter-Spring 2023	Summer 2023	Spring-Summer 2024	Fall 2024
<ul style="list-style-type: none"> Scoping & work plan Assess new requirements Develop Public Participation Plan 	<ul style="list-style-type: none"> Engagement kick-off Community visioning Stakeholder engagement 	<ul style="list-style-type: none"> Update vision statement Review & revise plan elements Engagement (ongoing) 	<ul style="list-style-type: none"> Prepare draft plan Public hearings Engagement (ongoing) 	<ul style="list-style-type: none"> Council Adoption

The next steps are as follows:

- Review and potential Council action on proposed Resolution No. 506 to accept the Public Participation Plan.
- Online open house tentatively scheduled to launch in mid-March.
- Engagement with the community and stakeholders will be ongoing and anticipated to ramp up in the coming months.

As per Council Rule of Procedure 6.1.B, as proposed Resolution No. 506 is an action item before the City Council for the first time and is not part of the Consent Calendar, public comment will follow the staff presentation of this item but precede Council discussion and potential action.

RESOURCE/FINANCIAL IMPACT

A substantial portion of the Planning and Community Development Department work plan and staff resources will be focused on the 2024 periodic update of the Comprehensive Plan until its completion. The plan will be funded through a combination of existing general fund appropriations, State Department of Commerce grant funds, and the 2023-24 Biennial Budget.

RECOMMENDATION

Staff recommends that the City Council adopted proposed Resolution No. 506, accepting the Public Participation Plan for the 2024 Comprehensive Plan update.

ATTACHMENTS

Attachment A – Proposed Resolution No. 506
Exhibit A to Attachment A – Draft 2024 Comprehensive Plan Periodic Update Public Participation Plan

RESOLUTION NO. 506

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SHORELINE APPROVING A PUBLIC PARTICIPATION PLAN FOR THE 2024 COMPREHENSIVE PLAN PERIODIC REVIEW.

WHEREAS, on November 7, 2022, the City Council adopted Resolution No. 502, providing the Scope of Work and Master Schedule for the 2024 Comprehensive Plan Periodic Review, and directing Staff to develop a public participation plan for the City Council's approval; and

WHEREAS, pursuant to RCW 36.70A.130(2), the City is to establish and broadly disseminate a public participation plan consistent with RCW 36.70A.035 and 36.70A.140 that identifies procedures for providing for early and continuous public participation in the periodic review, focusing on key topics of interest in a manner that is equitable, barrier-free, and recognizes the needs and interests of both the community and the City; and

WHEREAS, on February 6, 2023, the Shoreline City Council was presented with the proposed 2024 Comprehensive Plan Periodic Review Public Participation Plan and finds the procedures identified in the Public Participation Plan will ensure public participation by all those interested in the future of the City of Shoreline;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SHORELINE, WASHINGTON, AS FOLLOWS:

Section 1. 2024 Comprehensive Plan Periodic Review Public Participation Plan.

The 2024 Comprehensive Plan Periodic Review Public Participation Plan set forth in Exhibit A is hereby approved as the City of Shoreline's Public Participation Plan for the 2024 Comprehensive Plan Periodic Update.

The City Council directs City Staff, City Boards and Commissions, and consultants retained by the City, to implement the Public Participation Plan approved by this Resolution for the 2024 Comprehensive Plan Periodic Review.

Section 2. Effective Date. This Resolution shall take effect immediately upon its passage and adoption.

ADOPTED BY THE CITY COUNCIL ON FEBRUARY 27, 2023.

Mayor Keith Scully

ATTEST:

Jessica Simulcik Smith
City Clerk



City of Shoreline
2024 Comprehensive Plan Periodic Update
Public Participation Plan – DRAFT



Picture it. Plan it. Build it.

Prepared by
Stepherson & Associates Communications
February 2023

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Project Overview

The City of Shoreline is updating its citywide Comprehensive Plan. The new 20-year plan will articulate the community's vision for future growth and development and reflect community values. The goals and policies included in this plan will provide a basis for the City's regulations and guide future decision-making. It will also address anticipated population and employment growth and how facilities and services will be maintained or improved to accommodate expected growth.

In November 2022, the Shoreline City Council adopted Resolution No. 502, which established the scope and key themes framing the goals and policies throughout all elements of the plan. The key themes for the update include:

- Climate
- Equity and social justice
- Housing

The City adopted its first Comprehensive Plan in 1998 in response to the requirements of the state Growth Management Act (GMA) (RCW 36.70A). The plan was updated in 2005 and 2012. The GMA requires periodic review and update. The plan will also comply with regional and county-wide planning policies.

The Shoreline City Council must take legislative action on the Comprehensive Plan Update, and the plan must undergo a State Environmental Policy Act (SEPA) review. The final draft plan is anticipated to be completed and ready for City Council consideration in fall 2024, with updates and opportunities for input along the way.

Public participation is a crucial element in the development of the Comprehensive Plan to ensure Shoreline remains a welcoming place for all where people can live, work, and enjoy diverse activities and amenities. This Public Participation Plan (PPP) provides a strategic framework and schedule guiding how members of the Shoreline community can be involved at different points and in different ways in the development of the Comprehensive Plan. The PPP is intended to provide the framework and establish the desired goals and outcomes of public participation. Specific methods and tactics used to implement the PPP are to be adaptable in order to build on lessons learned from each stage of public participation throughout 2023-24.

Middle Housing Initiative

The City's Housing Action Plan (HAP) was adopted in May 2021 and identifies several strategies to support the City's housing needs. Allowing middle housing choices (e.g., duplexes, triplexes, fourplexes, etc.) in low-density residential areas was identified as a strategy in the HAP and will be studied as part of the update to the Comprehensive Plan.

Concurrent with the City's 2024 Comprehensive Plan Periodic Update, Shoreline will carry out a focused effort exploring potential code and policy changes related to middle housing. By increasing the types of housing that can be built in Shoreline, the City can take steps to address the current and projected housing shortage.

The Middle Housing Initiative engagement efforts will be detailed in a separate public participation plan.

Comprehensive Plan Timeline

Below is a draft timeline and is subject to change. Public participation will happen primarily in three rounds; the fourth phase is the opportunity to comment on the final plan when under consideration by City Council. Key touchpoints are during the visioning process, during the study of the topic-specific elements, and to comment on the overall draft plan. Reporting back to the community and sharing how public participation is shaping the direction of the Comprehensive Plan will take place throughout the project.

Timing	Item
Autumn 2022 – Winter 2023	Prepare Public Participation Plan
Winter – Spring 2023	Public participation kick-off and visioning
Summer – Winter 2023	Study Issues, Revise Elements (Group 1)
Fall 2023 – Winter 2024	Study Issues, Revise Elements (Group 2)
Summer 2024	Complete Draft Plan: Provide review and report out to community
Summer 2024	Complete SEPA Review
Fall 2024	Public Hearings Final Planning Commission and City Council Reviews City Council Adoption

Planning Commission and City Council

Regular ongoing study sessions will occur with the Planning Commission to review and study issues and develop new and revised goals and policies. The project team will provide regular briefings to the City Council at major milestones to update Council on progress and receive feedback on key issues.

Coordination with Other Plans

The project team will endeavor to coordinate with other existing City efforts wherever possible to avoid duplicative public participation and fatigue from the community and stakeholders. Existing City projects to coordinate with include, but are not limited to:

- Transportation Master Plan update
- Surface Water Master Plan
- Parks, Recreation, Open Space, and Arts Plan Update
- Human Services Strategic Plan

Community Landscape

Community characteristics

Note: The City of Shoreline will hire a technical consultant to provide more in-depth data and analysis for the Comprehensive Plan, including updated population, demographic, and economic development statistics and growth projections. The information below is a summary of community characteristics largely drawn from the 2021 American Community Survey (2021 ACS).

The Comprehensive Plan will serve a diverse population of residents, business owners, people who work in Shoreline, students, and families, among others. Shoreline is bordered by the cities of Lake Forest Park, Mountlake Terrace, Seattle, and Edmonds. Decisions the City makes, to a certain degree, also effect populations in these adjacent cities.

The City of Bothell and King County are used for comparisons in the demographics below. Bothell was selected for comparison since it is located nearby and shares many of the same characteristics as Shoreline.

Population: Shoreline’s total population is 58,608, based on the 2020 census. Shoreline has experienced steady population growth in the twenty-five years since its incorporation. It is the tenth most populous city in King County, behind Seattle, Bellevue, Renton, and Redmond, among others.

Income and education: According to the 2021 ACS, the citywide median household income is \$95,000. About a quarter of households report an income of \$49,999 or less while nearly half report an income of \$100,000 or more. About half of residents hold a bachelor’s or graduate degree.

Race, ethnicity, and languages: According to the 2021 ACS, Shoreline residents are predominantly White/Caucasian (66%). 16 percent of residents identify as Asian, 6 percent are African American or Black, and less than 1 percent identify as Native American or Pacific Islander. 8 percent identify as multi-racial, while 10 percent identify as Hispanic or Latino.

Approximately one in five Shoreline residents is foreign born. One in four speaks a language other than English in the home. Other than English, the most common languages are Chinese, Spanish, and Vietnamese. The City of Shoreline has provided language translation for Spanish, Amharic, Tigrinya, Vietnamese, Tagalog, Korean, Chinese – Traditional, Chinese – Simplified, Russian, Japanese, and Khmer. Shoreline School District reports 71 different languages spoken by its families.

Age: The median age of a Shoreline resident is 42 years old, with 56 percent of the population between the ages of 18 and 65 years old. Some 20 percent of the population is 65 or older, while 25 percent are 18 years old or younger.

Other characteristics: Thirteen percent of city residents report having a disability, which is higher than the King County average and that of nearby city, Bothell. In Shoreline, 67 percent of residents own their homes, which is higher than the King County average and similar to Bothell. Households in Shoreline average three people per household and more than half include a married couple.

Shoreline has a population density of 5,155 people per square mile. Approximately 79 percent of the city is zoned for single family housing, while 16 percent is zoned for multi-family, and 7 percent is zoned for commercial uses.

Comparative Data from 2021 ACS

		Shoreline	Bothell	King County
2020 Population		58,608	48,161	2,269,675
Age	Mean Age	41.7	41.5	37.4
	17 or younger	24.5%	23.8%	19.8%
	18 - 65	56.4%	61.1%	57.4%
	66 or older	19.1%	13.3%	13.8%
Income	Median Household Income	\$95,623	\$116,578	\$106,326
	\$49,999 or less	26.0%	17.2%	25.6%
	\$50,000 - \$74,999	13.6%	13.0%	14.5%
	\$75,000 - 99,999	12.1%	13.1%	14.3%
	\$100,000 or more	48.2%	65.6%	43.9%
Race	Asian	15.7%	18.4%	20.9%
	Black or African American	6.4%	1%	7.2%
	Multi-Racial	8.0%	7.5%	5.6%
	Native American/Pacific Islander	0.5%	0.1%	0.8%
	White Alone	66.3%	68.7%	64.4%
Cultural	Hispanic or Latine	7.2%	10.4%	10.3%
	Foreign-Born	22.9%	21.4%	24.2%
	Language other than English spoken at home	27.1%	27.2%	28.9%
Other Characteristics	Disability	13.3%	8.9%	9.6%
	Homeowner	67.1%	64.8%	56.6%
	Bachelor's or graduate degree	51.6%	55.4%	55.2%

Key Audiences

The Comprehensive Plan will affect current and future Shoreline residents and property owners, community-based organizations, businesses and institutions, and other stakeholders. Historically in Shoreline, decisions related to urban planning, zoning, housing, and other policies have had a disproportionately negative impact on communities of color, Native and Indigenous peoples, people in low-income households, people who speak a language other than English in the home, people with disabilities, and those not well-represented at legislative and governing levels. Shoreline continues to experience growth and change in its population demographics and community characteristics, which underscores the importance of a Comprehensive Plan that meaningfully represents the interests and priorities of the aforementioned populations and addresses policy decisions most likely to displace, negatively impact, or disenfranchise them.

Audiences, tools, and tactics employed in the past must be adapted to address historical disparities, current conditions, and future projections. While public participation strategies will encourage all to participate, the project team will intentionally focus on elevating the voices of Shoreline residents and stakeholders who are from the aforementioned populations and who historically have not played a role in City decision-making processes.

Working with Community

The City of Shoreline will maintain a detailed list of community organizations, businesses, and advocacy groups that may have an interest in the Comprehensive Plan update. The project team recognizes that these communities may have multiple interests and intersect in many ways, including on specific City functional plans on topics like climate action, transportation, parks, and human services. The City and project team will collaborate with existing outreach programs to maximize relationships and support additional work with community-based organizations (CBO). Further details will be reflected in the specific engagement activity planning documents.

Public Participation Strategy

The Growth Management Act¹ requires jurisdictions to develop procedures for early and continuous public participation in the development and amendment of comprehensive plans. The procedures shall provide for broad dissemination of proposals and alternatives, opportunity for written comments, public meetings after effective notice, provision for open discussion, communication programs, information services, and consideration of and response to public comments. This Public Participation Plan serves as Shoreline’s procedures to satisfy the public participation expectations of the Growth Management Act.

Through measures, such as Resolution No. 401, which declared Shoreline to be an inviting, equitable, and safe community for all, and Resolution No. 467, which declared the City’s commitment to building an anti-racist community, Shoreline has stated that it seeks to actively “...undo all the ways racism is maintained in individual, institutional, and structural levels by changing policies, behaviors, and beliefs.”

The development of the Comprehensive Plan offers an excellent opportunity to operationalize these commitments through a participation strategy that **informs, involves, and empowers** Shoreline residents, community-based organizations, businesses and institutions, and other stakeholders. Ultimately, this work will position the City of Shoreline to implement policies that are more equitable and will result in a future city where people of all ages, cultures, and economic backgrounds love to live, work, play and call home.

Public Participation Principles

These principles ground the public participation strategy in equitable and inclusive values and serve as a commitment from the project team about how they pledge to approach all aspects of public participation during the development of the Comprehensive Plan.

1. **Public input matters and public input is a priority.** Public input and involvement improve decision-making and creates a project that reflects the needs of the community.
2. **Outreach and engagement need to occur early and regularly** throughout the project, along with a commitment to provide accurate and timely information and to listen and respond to community feedback. Communicating early and regularly limits surprises and helps manage participant expectations.
3. **Outreach and engagement will be equitable, transparent, and inclusive.** Guided by the Shoreline City Council’s anti-racism resolutions, the project team will use inclusive outreach and culturally appropriate engagement methods to reach a diverse community. Our efforts will aim to build welcoming spaces that foster productive dialogue. Through our communication and engagement, we will recognize past experiences of our communities and demonstrate a commitment to improving our processes and services for all.

¹ RCW 36.70A.140

4. **Outreach should build partnerships and leverage existing relationships.** Where possible, we will work closely with and cultivate positive, long-term relationships with residents, community-based organizations, businesses and other institutions, and partner agencies.
5. **Outreach includes following up with the community.** The project team will ensure communications processes that create meaningful feedback loops, so participants know how their input informed decision-making processes, are aware of data and key community themes, and know what the next steps will be.

Public Participation Goals and Outcomes

The following goals and outcomes frame the public participations strategy. Goals can be defined as the aspirations the project team seeks to achieve through the public participation effort, while outcomes can be defined as what will be different if the participation effort is successfully implemented.

Goal #1	<p>Ensure members of the Shoreline community understand the purpose and importance of the Comprehensive Plan, as well as the project scope and schedule for the update.</p> <p>Outcomes</p> <ul style="list-style-type: none"> ➤ Community members understood the purpose of comprehensive planning, how City decisions are made, and scope and schedule of the comprehensive plan update project. ➤ Community members understood the challenges the plan is addressing and consequences of not investing in planning strategies and outcomes.
Goal #2	<p>Ensure members of the Shoreline community have meaningful opportunities to participate in the development of the Comprehensive Plan and understand how their input will shape City decision-making.</p> <p>Outcomes</p> <ul style="list-style-type: none"> ➤ Community members participated in planning conversations through culturally relevant and convenient channels. ➤ Community members influenced how the participation strategy was developed and implemented. ➤ Community members understood where and how to provide meaningful input. ➤ Community members can see how their input and participation shaped decisions and project outcomes. ➤ Community members, particularly those that have been underrepresented or disenfranchised, were compensated for their community expertise and insight. ➤ Community members, particularly those that have been underrepresented or disenfranchised, have a deeper sense of trust of and relationship with the City of Shoreline. ➤ The City of Shoreline developed and commits to continued cultivation of relationships with people and organizations from historically underrepresented communities. The City gained experience employing tools and tactics and commits to continuing to learn new tools and tactics to reduce barriers to participation.
Goal #3	<p>Ensure the City of Shoreline has the right information and context to inform Comprehensive Plan through an equity lens and advance the larger equity and social justice goals of the City.</p> <p>Outcomes</p>

	<ul style="list-style-type: none">➤ Project team has documented input and reported regularly to confirm that the City understands cultural context of input, as well as community’s expectations of how input will be used in planning.➤ City of Shoreline more thoroughly considered the equity and social justice implications of its decisions, policies, and outcomes resulting from the Comprehensive Plan.
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Public Participation Roadmap | 2023-2024 Schedule Overview

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Purpose	<ul style="list-style-type: none"> Establish engagement schedule, goals, key strategies, and tools Establish equity outcomes and community liaison approach 	<ul style="list-style-type: none"> Community visioning Establish plan need, benefits, process and how community is involved Gather baseline info on community priorities 	<ul style="list-style-type: none"> Introduce Comp Plan elements and updated vision Gather community input on concepts/elements 	<ul style="list-style-type: none"> Communicate draft comp plan Articulate next steps 	<ul style="list-style-type: none"> City Council approves final Comp Plan
Tools & Tactics	<ul style="list-style-type: none"> Demographic analysis Project team coordination with city, planning commission and other key community touchpoints. Public participation plan Engagement activity plans Messaging, branding, and other communications materials 	<p>Engagement activities</p> <ul style="list-style-type: none"> Online open house: visioning survey Interviews Workshops / focus groups (Middle Housing) Virtual public meeting (Middle housing) Tabling / office hours Presentations / road show <p>Communications</p> <ul style="list-style-type: none"> Project website update Informational materials Media strategy (social media, traditional) Promotional materials (for survey, engagement activities) 	<p>Engagement activities</p> <ul style="list-style-type: none"> Online open house: concept survey Interviews Topic-specific workshops Community-led engagement events Virtual public meeting Tabling / office hours Presentations / road show <p>Communications</p> <ul style="list-style-type: none"> Project website update Topic-specific informational materials Media strategy (social media, traditional) Promotional materials (for survey, engagement activities) 	<p>Engagement activities</p> <ul style="list-style-type: none"> Online open house update (formal comment) Public meetings (formal comment) Tabling / office hours Presentations / road show <p>Communications</p> <ul style="list-style-type: none"> Project website update Draft comp plan informational materials Media strategy (social media, traditional) 	<p>Engagement activities</p> <ul style="list-style-type: none"> Public comment at City Council meeting(s) <p>Communications</p> <ul style="list-style-type: none"> Final plan communications materials. Project website update. Final plan informational materials Media strategy (social media, traditional)
Results	<ul style="list-style-type: none"> Secure project and City leadership approval for engagement 	<ul style="list-style-type: none"> Community understanding of Comp Plan update project City understanding of a broad range of community priorities 	<ul style="list-style-type: none"> Community input that informs comp plan elements Community support building for draft plan City understanding of equity implications of proposed decisions 	<ul style="list-style-type: none"> Community support building for final plan and understanding of next steps Community understands how their input shaped the draft plan 	<ul style="list-style-type: none"> Planning Commission final recommendation. City council adoption of Final Plan.

Evaluation and Reporting

The public participation process will be iterative, and the project team will debrief and review the effectiveness of its tools and tactics on an ongoing basis. Examples of ways to evaluate the success of public participation include:

- Asking public meeting participants to take a brief survey at the end of the events to determine effectiveness of format, messaging, and venue.
- Asking online open house participants and other stakeholders who have provided contact info to complete a brief survey to determine effectiveness of format and messaging.
- Including demographic questions in online survey to determine how we reached participants, where they live in relation to the project, and whether participants reflect diverse demographics and stakeholder groups.
- Use Google Analytics for online open house to track sources of traffic to site, visitor retention, page views, and completion rates for the survey portion.

Appendix A: Equity & Social Justice Guiding Framework

This section outlines the key tactics to ensure an inclusive, transparent, and accessible engagement effort to meet and hopefully exceed City of Shoreline equity and social justice goals.

The project team is committed to conducting an inclusive planning process. The project team will aim to break down barriers to involvement and hear from all members of the community, including longtime participants in transit and urban planning issues and new voices who represent the City of Shoreline's increasingly diverse communities. The project team will work with communities at each step of the process to make sure we are on the right track and ensure those most impacted by the project are able to voice their concerns.

Project Planning

- Meet with prioritized community and stakeholder groups early to understand key concerns and community interests.
- Review project messages with stakeholders and adjust messaging for different audiences where needed.
- Determine best ways to reach communities and who should serve as intermediaries.

Project Materials

- Use simple, easy-to-understand language when communicating project information. Materials may need to be tailored to different audiences. Use visuals and graphics where possible.
- Ensure printed materials are available at community centers, libraries, and other well-established community gathering places to maximize reach to those without online access.
- Translate informational materials into key languages and into other languages upon request. Offer interpretation at engagement events.
- Prospective languages include Chinese (Simplified), Spanish, Korean, Vietnamese, Tagalog, Amharic and Tigrinya.
- Ensure online materials are accessible by screen readers.

Project webpage and online open house

- Use online, mobile-optimized open houses with built-in surveys to ensure convenient access.
- Post translated informational materials on project webpage.
- Translate promotional materials.
- Ensure webpage has responsive design and is viewable by those using phones, tablets, and screen-readers.
- Use alt text to describe or summarize visual elements.

Project-hosted virtual events

- Translate promotional materials.
- Proactively provide interpreters and closed captioning at project-sponsored events.
- When possible, post event material in advance so attendees and interpreters have an opportunity to review materials.
- Ensure technological access to outreach materials.
- Record virtual public presentations and make available online.

In-person events

- Follow federal and state guidance on COVID-19 protocols.
- Provide childcare at project-sponsored events, where possible.
- Make it clear that people of all abilities are welcome at each event.
- Host events at venues that are spacious and flexible in design (not just ADA compliant), welcoming, and near major transit routes.
- Create map of event space and layout in advance so attendees know what to expect and how to participate.
- Ensure materials, signage, and other event-related items are translated to increase participation and a sense of welcome.
- Ensure that engagement activities are conducted during different times of day to address variable work schedules and childcare needs.
- Attend existing events hosted by community members so they don't have to make a special trip to attend a city-sponsored event.

Appendix B: Community Liaison Framework

Fundamental to carrying out an equitable engagement strategy that elevates the voices of people who have traditionally not engaged in citywide planning processes in the past, the project team will seek to establish community liaisons who can advise and co-create engagement opportunities.

Based upon the key audiences identified in the Public Participation Plan, the project team will coordinate with the City to determine a prioritized set of stakeholders to interview early in the planning process. Through these interviews, the project team will gauge interest from stakeholders (as individuals or community-based organizations) in serving in a more dedicated community liaison role. The project team will coordinate with existing City efforts, such as CityWise and Equity and Social Justice Community Consultants, to recruit and potentially organize engagement opportunities, as well.

For those stakeholders expressing an interest in participating as a community liaison, the project team will follow up after the interview with an invitation email with more information on the liaison role and details on compensation.

To move forward, the consultant and City staff will meet with them for a kick-off conversation to:

- Discuss opportunities to co-create informational materials and conduct outreach together.
- Discuss ways they recommend reaching their community/affiliation and ideas they'd like to pursue.
- Describe the project engagement schedule and at what points they/we will be engaging the community.
- Develop a memorandum of agreement (MOA) that outlines roles, expectations, and compensation process.

Building relationships with community liaisons and providing them with the knowledge and tools to conduct outreach takes time and trust. The project team recognizes that bringing a community organization into the formal partnership structure will be an iterative and on-going effort.

The project team is committed to flexibility and adaptability in engagement and aims to work with community liaisons to lead engagement and conversations, during the second phase of engagement (Plan Elements and Concepts). The project team will help community liaisons determine what tools, messaging, and resourcing works best. Some engagement ideas could include:

- Co-creating or repurposing City informational materials to better suit their community.
- On-the-ground conversations or outreach with their communities (e.g., visiting community members on site, meetings held in language).
- Sharing project information through their organization's communications channels.
- Hosting a focus group, small group conversation, or site visit.

Compensation

The project team will manage all aspects of compensation and will work with the City and partner organizations to determine the right structure and schedule for compensation. CBO partner organizations will be compensated for their role in engagement activities, such as attending project-related orientation sessions or meetings convened by the City of Shoreline, organizing outreach efforts and engagement events, and documenting public participation activities.