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To: [Steve Szafran](#); [Paul Cohen](#); [Rachael Markle](#); [Debbie Tarry](#)
Subject: Feedback from 185SCC
Date: Thursday, June 11, 2015 10:57:58 AM

On May 4, the 185SCC held a final meeting to wrap-up and discuss insights and lessons learned with regard to the City process (public involvement, Planning Commission, Council, etc.), the committee process, and the product (zoning, regulations, etc.). With regard to the committee process, I posed several questions, including what advice members would give to their past selves upon starting or joining the committee, and what advice members would give to leadership of the 145SCC. I thought the conversation was very enlightening, and agreed to summarize points that were made, send them out, encourage people to add additional thoughts, and share feedback with other staff (and possibly Council). Below, please find said summary.

City Process

- Liked the process until the end, when it got hijacked by a vocal opposition that attacked committee members collectively and personally, was not anticipating that
- Confused about how people could claim that they hadn't heard anything about light rail and potential changes to neighborhood
- Found it confusing, especially to the public that was not paying close attention throughout, how the maps changed so much, especially during the summer and at the end when Councilmembers continued to propose new maps up until the night the Subarea Plan was adopted (surprised that this was allowed)
- Felt that the process continued at steady pace, until the end, when it seemed like everything went really fast
- Surprised that Council was confused about autonomy of group
- Frustrated that so many people that spoke against the project at the end of the process were not from the 185th Street station subarea
- Could have mailed out more specific information earlier
- Need to develop process to share good news, progress, and metrics, such as park space acquired, grants awarded, affordable housing units constructed, Low Impact Development and green building features of projects, etc.

Committee Process

- Joined committee to learn about land use process generally, subarea planning specifically, and to educate others about how to be involved, felt that was successful
- Complemented staff on ability to teach about concepts and processes, thought guidance was helpful
- Difficulty in figuring out points of consensus, maybe could have spent more time defining common ground and communicating these points to Commission and Council
- Could have been beneficial to clarify roles of committee, City, and Futurewise. Creating brighter lines may have helped establish the committee as an independent entity, which may have insulated from criticism at the end of the process that committee members were "shills" for the City or a subset of Futurewise (FW hosting website added to identity confusion)

- Hard to balance desire for City to provide guidance and education w/ independence from City regarding opinions and recommendations
- Could have been beneficial to have more organized committee structure and records, possibly even logo or branding, which could have been funded by City
- Sense of failure in mission to inform community, would like to have hosted additional forums
- Issue of having to spend time at each meeting catching newcomers up to speed, could have developed process for this
- Difficult to maintain continuity over multi-year period, especially during the summer
- Want to be involved in/aware of 145th Street Station Subarea Plan process, since it will impact 185th Subarea, esp. when competing for resources like funding for transportation improvements
- Disappointed in presentations from Sound Transit, didn't seem like welcoming atmosphere
- Frustrated about criticism and that more people weren't proactive in educating themselves

Advice to 145SCC

- Develop and maintain own (e)mailing list
- Keep records, including meetings, public outreach, and decisions, available publicly

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Product- The committee didn't offer any input on this topic

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Messaging- The messages below were contributed by 1 committee member following the meeting

- Light rail is coming. We will have to embrace a lot of change
- The City of Shoreline website has lots of good info about station area changes and processes so keep informed there are opportunities to be involved in having a voice for parks, art, design standards, etc.
- Expect a lot more traffic from all sides of the station. Think about lifestyle changes you could make to increase use of public transit
- We will have increased neighborhood density, think about how you can actively contribute to build community and a sense of connectedness and pride in our area as it grows

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