



CITY OF KIRKLAND
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MEMORANDUM

To: Kurt Triplett, City Manager
From: Marilynne Beard, Deputy City Manager
Date: July 19, 2013
Subject: KIRKLAND 2035 PUBLIC INVOLVEMENT PLANNING UPDATE #5

RECOMMENDATION

City Council receives an update on recent and upcoming public outreach and communication efforts related to the Kirkland 2035 plan updates.

BACKGROUND

This report is the fifth in a series monthly updates to keep City Council and the public informed about the results of recent public involvement activities and upcoming opportunities to get involved.

Comprehensive Plan Public Involvement Plan

Planning staff is working with outreach consultant Penny Mabie of Enviroissues to develop a public involvement plan for the update of the Comprehensive Plan. A draft plan was presented to the Planning Commission on June 27 (see Attachment A). The Planning Commission had the following comments:

- They had many good comments about the Community Planning Day
- On the City's website home page can there be some text above the Kirkland 2035 logo that says something like Now is the time to participate! There is no description about what Kirkland 2035 is.
- Before the new and improved Kirkland 2035 webpage and online conversation program goes live can they see the test product? Is there a way to quantify how many new subscribers we have who have never commented to the City?
- They support the on-line conversation because it will allow people to enter into the process at all times to voice their opinion.
- They want to take a more active role in participating and facilitating our public events (for the fall we will put together a more detailed list of public and community events that staff and they can attend)
- They would like more information regarding how the Transportation Master Plan will be integrated into the update process.
- To avoid so many press releases from the City about all the long range plans, is there a way to group the announcements to once a week? Can the press releases be more about what kind of response we want from people?

The outreach plan was also presented to the Houghton Community Council at its July 22 meeting. Their comments will be summarized for the City Council at the August 6 meeting. Staff is seeking City Council feedback on the draft plan.

Central to the Comprehensive Plan update is the visioning process whereby the community is invited to envision Kirkland in twenty years for the update of the City's vision statement to reflect the new time horizon. The vision statement was last updated in 2005. Visioning exercises will be carried out with a variety of stakeholder groups. The Fall Community Planning Day scheduled for October 19 will include three sessions where small groups will focus on the vision update. Each session will begin with a short introduction to comprehensive plan, continue with a brief one-word brainstorming session about what participants expect to see in Kirkland in 2035 and then continue with table discussions about specific topics. Each group will be assigned one or two topic areas (e.g. transportation, environment, parks). Flip chart notes from each group will be posted after each session so that Community Planning Day participants can read what others have said.

Planning Department staff also anticipates conducting a similar exercise with neighborhood groups, business groups, youth groups and other stakeholders. Emerging themes can then be incorporated into an updated vision statement.

On-Line Dialogue and Connections

Staff is implementing an on-line dialogue tool using which is hosted by the vendor, but designed and managed by City staff. The site, to be named "IdeasForum," enables multiple levels of dialog ranging from very broad "ideas" to "discussions" about specific questions. The site will allow participants to comment on each other's ideas and comments and is expected to be live by August 1. In the meantime, presentations to the Planning Commission and Transportation Commission and at the Kirkland Business Roundtable will have been made to introduce the site and encourage participation. Examples of other cities' sites can be viewed at <http://speakupaustin.org/> and <http://thinkreno.org/>. Kirkland's site will be accessible at www.ideasforum.kirklandwa.gov.

The Kirkland 2035 listserv subscriptions continue to increase as are listserv subscriptions for related plans and projects. Staff is also responding to questions and requests submitted the Kirkland 2035 email address.

Recent Public Involvement Activities

Staff has continued to conduct outreach activities during the summer months:

Joint Meeting of Planning Commission, Park Board and Transportation Commission – July 17

A joint meeting of the commissions was held at O.O. Denny Park the evening of July 17. The board and commission members were provided a brief update on the status of the plan updates and then participated in small group discussion about shared interests. A sample of the comments received at the joint meeting will be included in the August 6 staff presentation.

Google Day – July 18

City staff was invited to display interactive and informational materials outside Google's cafeteria. Displays were available on the Comprehensive Plan Update, the Cross Kirkland Corridor Master Plan, the interactive CIP tool, and the transportation master plan. Approximately 30 Google employees visited the displays.

North Rose Hill Neighborhood Picnic – July 20

Planning staff was able to attend the North Rose Hill Neighborhood Picnic to provide informational materials about the Kirkland 2035 efforts.

“Neighborhood University” Video Available

The videotaped [Neighborhood U session provided by Joe Tovar](#) at the June 8 Community Planning Day is now available on the Kirkland 2035 webpage. Notice was sent out through the neighborhood list serv with a link to the video and [a Currently Kirkland segment](#) announced the session was posted on the web.

Upcoming Events

Neighborhood Associations

City staff contacted the neighborhood associations regarding attendance at annual picnics to provide information and answer questions. In addition to the North Rose Hill neighborhood picnic, staff hopes to attend

- Highlands/Norkirk picnic (August 24)
- Everest Picnic (August 25)
- Central Houghton picnic (September 2)
- Finn Hill Neighborhood Denny Fest (September 8)
- Evergreen Hill Picnic (September 2)
- Market Street Neighborhood Association meeting in September.

Planning staff will be requesting time on the September KAN agenda to learn more about their ideas on how to get the community involved with vision update process.

Kirkland Downtown Association – Late August

An open house format meeting will be held in late August for downtown merchants. The Kirkland Downtown Association has expressed an interest in creating a venue for merchants that is easy to access at a time that does not impact their business operations. Plans are still in progress. Kirkland 2035 displays will be set up and staff will be available to answer questions and provide opportunities for participants to share ideas.

Kirkland Wednesday Market – August 21

Staff will set up a booth at the August 21 Wednesday Market. Staff is also coordinating an informational booth at the Juanita Friday Market.

Fall Community Planning Day – October 19, 10 am to 2 pm, Peter Kirk Community Center

The next Community Planning Day will be held on Saturday, October 19 at the Peter Kirk Community Center. As mentioned earlier, the focus for group sessions will be the Comprehensive Plan vision update. Three different groups will cycle through the visioning exercise. In addition, displays on other plans and projects in process will be available throughout the event. It is anticipated that, by that time, conceptual alternatives may be available for the Cross Kirkland Corridor Master Plan and conceptual designs for the Totem Lake Park Master Plan will be in process. One of the important objectives of the Community Planning

Day is to bring forward comments made at earlier events and demonstrate how those comments are being applied to the development of the plans and projects.

The Community Planning day will be marketed again through posters, a direct mail postcard, City Update (scheduled for publication October 1) and an advertisement in the City's Parks Brochure scheduled for publication in mid-August.

In response to a request from Council, staff will advise the City Council of presentations that are planned at various events and meetings should the Council wish to participate. Staff will email Council directly with the time and place for future meetings.

COMPREHENSIVE PLAN UPDATE



COMMUNITY OUTREACH PLAN

Join the Conversation...

KIRKLAND
2035 | YOUR VOICE.
YOUR VISION.
YOUR FUTURE.
WWW.KIRKLANDWA.GOV/KIRKLAND2035

For Information Contact:
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Comprehensive Plan Update: Project Description

Beginning in 2013, the City of Kirkland will undertake updating its Comprehensive Plan in compliance with the requirements of the Growth Management Act (GMA). Since the last major update in 2005, the City has grown, bringing 30,000 more people into its boundaries who have not participated in the City's planning process. The Comprehensive Plan needs to be updated to reflect the Kirkland community's vision for Kirkland in 2035 and to provide guidance for moving the community toward that vision. The plan will identify Kirkland's desired character and attributes, including existing community values that should be retained, as well as desired changes. The plan will determine how we manage anticipated growth and direct it in a manner consistent with the envisioned future.

The Comprehensive Plan is an important planning tool for the City because it defines a future vision for Kirkland – 20 years from the present day. Its goals ensure the City is able to provide the necessary facilities and services to direct and manage growth. In twenty years, Kirkland is expected to have 13,000 new residents with an approximate total population of 94,000. The State Growth Management Act requires that the Plan be updated every eight years. Kirkland's Update is due by June 2015. The King County Countywide Planning Policies (CPP) have assigned Kirkland growth targets for the years 2006 through 2031 of 8,570 new housing units and 20,850 new jobs. The Plan must address how these growth targets will be accommodated. These have been adjusted to the year 2035 – the planning horizon year – with a 2035 household target of 8,361 and employment at 20,400 new jobs.

Over the years we have seen greater interest in the public desire to be involved in the decision making process. It is essential that Kirkland residents and businesses participate in this update process to shape the future city they want.

Decision process

The Planning Commission will take the lead on the update using the City's Process IV zoning permit review process and considering all public comments. The final decision will be made by the City Council. Other City Boards and Commissions and the Houghton Community Council will be involved in the process as well. The Comprehensive Plan will not be entirely rewritten, rather updated to reflect changes in the city and future visioning.

Purpose of Comprehensive Plan Update Community Outreach Plan

This Community Outreach Plan describes the public involvement activities that will be used during the two year process to update the Comprehensive Plan. The chart in Appendix 1 summarizes the key steps in the update process and related public involvement objectives, techniques, targeted audiences and time frame for each phase. The chart is intended to be a working document that will be refined over the course of the update process. This Outreach Plan will be coordinated and integrated into the overall city wide *Communications Plan and Comprehensive Engagement Plan* developed in consort with the other long range plans for the Kirkland 2035 effort (see below).

Public Involvement Goals

The public involvement goals will be to educate, inform, involve and consult with the public to encourage their participation in the decisions that need to be made related to the Plan update. During the update process the Planning Department is committed to the following overall goal:

“The goal is to provide the public with timely information to educate the public about the importance of planning for the future of the city and provide the public with many opportunities to review and comment on the update decisions before they are made.”

Inform and Educate

- To explain the requirements of the Growth Management Act and Comprehensive Plan and why planning matters to the future of Kirkland.
- To explain the process for the update.
- To provide objective information to assist stakeholders in understanding issues and solutions.
- To inform interested stakeholders of the progress, status, and key policy discussions throughout the update.

Involve, Consult, Participate

- To encourage public participation in the update and associated plans and studies; including elected and appointed officials.
- To involve, consult, compile and understand citizen’s values, identify key concerns and work with citizens at key steps during the decision making process to incorporate their input to the fullest extent practical and show we are listening.
- To foster a sense of community and trust in government by providing timely and accurate information and opportunities to be involved.
- To provide information to those traditionally not reached in City communications.
- To ensure all public meetings are held in buildings that are accessible to people with disabilities.

Regulatory Requirements Governing Public Participation Under GMA

The Growth Management Act (RCW 36.70A.140) requires cities to provide early and continual citizen participation in the development and update of local comprehensive plans. RCW 36.70A.020 GMA Goal 11 states: *“Encourage the involvement of citizens in the planning process and coordination between communities and jurisdictions to reconcile conflicts.”*

Process IV of the Kirkland Zoning Code establishes the noticing, public hearing requirements and approval criteria for amendments to the Comprehensive Plan and Zoning Code. All public inquiries related to the Comprehensive Plan Update will be forwarded to Teresa Swan in the Planning Department (or other staff) for a response and documentation and forwarded as part of the record to the Planning Commission and City Council.

Implementation of Community Outreach Plan

Beyond the legal state and local requirements to notify, record, and collect public comments, people expect a variety of opportunities to express their values and opinions and to influence the decisions that are made about the future of their community. With this major update, we are striving to provide new and meaningful ways to communicate and involve the increasingly busy public in the process.

This next section describes the methods that will be used to communicate with the public and the public involvement activities to implement this outreach plan. See Appendix 1 for an outline of the techniques to be used at each phase.

At a minimum, the key messages we hope to get across to the public regarding how they can be involved in the update process are:

- Sign up and subscribe to listservs to receive email updates on upcoming meetings and events
- Attend and participate in workshops and open house events
- Read City publications including “About Growth,” an educational publication dedicated to the Comprehensive Plan
- Attend City Council, Planning Commission, Transportation Commission, Park Board and other study session meetings and share their ideas during public comment opportunities
- Attend public hearings
- Submit written or email comments that will be forwarded to the decision makers
- Participate in online discussions and surveys

Kirkland 2035 Your Voice, Your Vision, Your Future...Join The Conversation...

Over the next two years various other long range plans are in progress that may be integrated into the Comprehensive Plan goals and policies (such as the Cross Kirkland Corridor, Transportation Management Plan and Parks and Open Space Plan). To avoid confusion and overloading the public with public involvement opportunities and information, the City Manager’s office is coordinating communication and public involvement activities for the various planning efforts. Staff meets on a regular basis to integrate public outreach implementation. While each plan or project has its own public involvement plan unique to its process, public outreach will be a coordinated effort under the umbrella of the “Kirkland 2035 - Your Voice, Your Vision, Your Future” logo and tagline.

All city produced materials (e.g. newsletters, dedicated publications, fact sheets) will contain the “Kirkland 2035: Your voice, Your vision, Your future” branding so that readers begin to familiarize themselves with it. Each long range planning project or plan will have a unique icon symbol for easy identification.

For example the Comprehensive Plan Update icon looks like this:



A companion overall Comprehensive Engagement Plan and Communication Plan documents describe the methods by which the City will communicate with the public, the key stakeholders (target audiences) and how to encourage their participation in all the other long range planning efforts.

Dedicated Project Website

The dedicated Kirkland 2035 webpage is located within the City of Kirkland website at www.kirklandwa.gov/kirkland2035. Here people may sign up to receive email announcements about upcoming public involvement opportunities and status of the Update and other long range plan projects. The site will be a central repository for all related information about the Comprehensive Plan Update. Content uploads will be made by Planning & Community Development (PCD) and other staff. All printed materials (e.g. publications, news releases, stakeholder feedback, staff memos) will be posted to the webpage. The page will include an email address (kirkland2035@kirklandwa.gov) that will be received by CMO and PCD members of the Project Team to ensure timely response. Other features will provide social media integration, embedded videos, online surveys, and calendar. In process is the development of an innovative interactive on-line technique to allow people to comment and discuss issues and conduct surveys.

Events or Activities

At certain phases of the update process it will be necessary to bring people together to engage the public and stakeholders for educational purposes, community visioning, issue identification related to each element of the Comprehensive Plan, and to consult the public and allow for comments on the draft plan. Appendix 1 lists when public events will be conducted. The following is a summary of events or activities that will be conducted to bring people together during the Update process:

- **Community Planning Day I (June 8, 2013)** - The focus of this event was to inform the public about the update process and the importance of planning and growth management. In response to the Kirkland Alliance of Neighborhoods request for education on Growth Management in Washington and Kirkland, a portion of the day was spent on an education session about GMA and a town hall discussion on neighborhood business districts.
- **Community Planning Day II (Fall 2013)** - The focus will be on community visioning and issue identification.
- **Visiting Lecturer Series or Expert Panel**- Presentations on topics such as smart growth, multimodal transportation systems, and the economics of growth will be held during 2013-2014 to engage and consult with the public on key issues facing Kirkland's future.
- **Targeted Audience Focus Groups**- Key focus group discussions will be held with top employees, youth, schools and interest groups to seek input on their vision for the future and key issues that should be addressed with the Update.
- **Open House, Workshop or Other Format**- The public will have an opportunity to attend an open house or workshop (format to be determined) to provide input on the draft plan elements and draft environmental impact statement (EIS)
- **Study Sessions and Public Hearings**- The public will be encouraged to attend public meetings and public hearings before the Planning Commission and other Boards and Advisory Groups.

- **Ongoing Public Involvement Opportunities**

- **Briefings before Neighborhood and Business Associations-** There are 13 formal neighborhood associations and several business organizations and service clubs in Kirkland (see Key Stakeholders list). The Kirkland Business Roundtable and Chamber of Commerce will be involved. All associations hold regular meetings throughout the year and staff will seek their input at these meetings. Some associations have websites, social media sites and/or email distribution lists. Briefings will be made to each association at various phases of the update process.
- **Community events and festivals-** Staff will attend ongoing or special events such as the Friday Juanita Market, or Kirkland Wednesday Market which offer “community information” booth space throughout their seasons (May – October) to inform and receive input.

Communication Tools

The following techniques will be used to communicate with the public. See the overall Communication Plan for the City for more options.

City Publications

All printed materials will be available in electronic formats.

- **Posters, postcards, brochures and flyers** will be developed to raise awareness about the Comprehensive Plan update, encourage public involvement, announce meetings and promote the project website. These materials will be available at **Informational Kiosks** at the community centers, libraries, grocery stores and parks.
- **City Update articles** will be published at the end of March, June, September and December and will be a primary source of project update information.
- **“About Growth” dedicated educational publications** are available on the following topics:
 - GMA/Comprehensive Plan
 - Comprehensive Plan & Zoning
 - Concurrency, Level of Service (LOS) and Transportation master plan
 - Density/Growth Targets
 - History of Planning in Kirkland
 - Totem Lake Urban CenterFuture topics will include smart growth and housing.
- **Other publications** will allow the City to share its achievements and challenges in the Comprehensive Plan Update. Possible online and printed publications include:

Video Media

In addition to news stories on the City’s Currently Kirkland, the City’s information news program, educational videos on a variety of topics related to growth management and community visioning are available on the Kirkland 2035 website.

Meeting Notices and Mailings

The Planning Commission will take the lead on overseeing the Comprehensive Plan update process and ultimately make a recommendation to the City Council for final adoption. The Houghton Community Council works in concert with the Planning Commission and often participates in joint meetings, workshops and hearings. The Zoning Code contains certain legal requirements for notifying the public of public meetings for Boards and Commissions and land use actions related to the update process. Public comment at public meetings and public testimony at public hearings are encouraged along with written correspondence in letter or email format.

Media Press Releases and Advertising

For major public events paid advertising will be made to encourage attendance or participation. City news releases will be distributed the City's Communication Manager to the following:

- Internal staff, City Council, and City Boards and Commissions.
- Posted to the News Room webpage
- Linked from the homepage of the City website
- Typically Tweeted (<https://twitter.com/kirklandgov>)
- Emailed to News Room and Neighborhood news listserv subscribers
- Posted at City Hall, City community centers and libraries
- Emailed to newspapers, local news, community and opinion blogs, Seattle TV and radio stations

Surveys and Interactive On-line Conversations

Surveys and interactive on-line conversations will be a vital communications and public involvement tool to obtain feedback from citizens regarding issues pertaining to the Update, to gauge current understanding of the update and to learn if the City's communications and public involvement efforts are effective. Often for long range planning projects there is low attendance at public meetings or open houses. Surveys and on-line conversations provide citizens with an alternative way to participate especially when they are not able to attend public involvement events. Staff is in the process of working with the Information and Technology Department, City Manager's Office and EnviroIssues consultants to develop an interactive product such as MeetingSphere. Surveys and on-line conversations are recommended at these key points in the process:

- In the beginning, to survey the public's ideas on how they would like to be communicated with or involved in the update process (conducted in spring of 2013). A sample stakeholder telephone interview survey will also be conducted to fine tune this Community Outreach Plan.
- Issue identification for each element to identify key concerns or challenges to be addressed with the update.
- At draft Comprehensive Plan or draft EIS stage.

How Will We Evaluate The Success of the Outreach Plan?

The following measures will be used to determine the effectiveness of the public involvement efforts throughout and after the completion of the update process. With each code update project we learn new opportunities for improvement. Evaluation forms, questions or interviews will be conducted at the end of each public meeting. For example, evaluation cards and personal questions were asked of the participants at the June Community Planning Day to evaluate how successful they felt the event was, and to gather suggestions as to how to improve the event.

Community Outreach Objectives	Performance Measures
Effectiveness of Community Outreach Plan	<ul style="list-style-type: none"> • Number of participants who attended meetings • Number of comments received • Public satisfaction with the public participation activities; did they feel their input contributed to the final decision?
Effectiveness of project website	<ul style="list-style-type: none"> • Number of visitors to the site • Number of listserv addresses • Number and types of comments received
Use a variety of media (website, printed materials, email updates, social media, multi-media) to provide information about the project.	<ul style="list-style-type: none"> • Communication methods other than public meetings were used when appropriate to obtain feedback from stakeholders and participants. • Variety of posting locations for meeting/educational materials • Number of notices mailed
Provide information to those traditionally not reached in City communications.	<ul style="list-style-type: none"> • Conduct assessment at the outset to identify populations or focus groups traditionally not engaged in citywide public involvement efforts.
Provide responses to citizen, media, and elected officials in a timely manner.	<ul style="list-style-type: none"> • Project Team members will respond to all inquiries regarding the Comprehensive Plan Update within 5-7 business days and record all comments.

Debriefing Report

As is typical at the end of a code amendment process, staff will prepare a debriefing report for the Planning Commission and City Council assessing the strengths, weaknesses and opportunities of the outreach plan.

Key Stakeholders Or Audiences

The City will strive to use multiple means of communications to educate, communicate, and encourage participation in the Comprehensive Plan Update and will seek out the following key stakeholders:

All City Departments (C-Team, Directors, Green Team, Development Review)

Neighborhoods

- Neighborhood Associations

Business Community

- Chamber of Commerce
- Business Service Groups Kiwanis-Rotary
- Top Businesses
- Business Roundtable

Real Estate

- Apartments-Management Companies
- Realtors
- Master Builders Association
- Developers Forum

Education

- Lake Washington Technical College
- Lake Washington School District
- Northshore School District
- Northwest University
- UW Business School Yarrow Bay
- Eastside Preparatory School
- PTSA

Age Specific

- Youth Council
- Senior Council

Public Facilities

- Evergreen Hospital
- King County Library

City Boards, Commissions, Advisory Boards

- Planning Commission
- Houghton Community Council
- Design Review Board
- Transportation Commission
- Park Board
- City Council
- Cultural Arts Commission

Non-Profit-Faith Based- Human Services

- Friends of Youth
- Youth Eastside Services
- Boys and Girls Club of Kirkland
- Eastside Human Services Forum
- ARCH
- Churches
- KITH
- Hopelink
- Kirkland Heritage Society
- Youth Eastside Services
- YMCA of Seattle (Kirkland Teen Union Building)

Utilities

- Woodinville Water District
- Northshore Water District
- Olympic Pipeline
- Puget Sound Energy
- Fire Districts
- Cascade Water Alliance
- Seattle City light

Adjacent Cities

- Redmond
- Bellevue
- Bothell

- King County
- Woodinville
- Hunts Point
- Town of Yarrow Point
- Kenmore
- Medina

King County

- King County Member District 1 and 6
- Development & Environmental Services
- Metro Transit
- Parks and Recreation
- Housing Authority
- WRIA8/Lake Washington – Cedar-Sammamish Watershed
- King County Conservation District (WA State Conservation Commission)

Regional/State Agencies

- Dept of Ecology
- Dept of Natural Resources
- Dept of Fish and Wildlife
- Dept of Commerce
- Dept of Parks (Bridle Trails/St Edwards Park)
- Washington State Dept of Transportation
- Office of Financial Management
- Puget Sound Regional Council (PSRC)
- Office of the Land Commission
- Legislators Districts 1, 45, 48
- Association of Washington Cities

Federal Government

- U.S. Army Corps of Engineers
- U.S. Environmental Protection Agency
- U.S. Federal Highway Administration
- U.S. Fish and Wildlife

Environmental

- Park Rangers/Green Kirkland Partnership
- Muckleshoot Indian Tribe
- Audubon Society
- Future Wise
- Forterra
- Sustainable Kirkland
- King County Conservation District

Special Interests

- Boaters
- Feet First
- Pea Patch Groups
- Railroad- Eastside Trail Advocates
- KDOG
- Little League Baseball
- Equestrian Community
- Kirkland Heritage Society

Transportation

- Sound Transit
- Kirkland Greenways (Bicycle focus)
- Cascade Bicycle Club
- Metro Transit
- Eastside Trail Advocates

Media

- Highland Views
- Kirkland Patch
- Seattle Times
- Eastside Journal of Commerce
- Kirkland Reporter

Appendix I Community Outreach Plan Techniques For Each Phase

Appendix I Comprehensive Plan Update-Community Outreach Objectives And Techniques For Each Phase

Draft June 19, 2013



The Kirkland Comprehensive Plan needs to be updated to reflect the Kirkland community’s vision for Kirkland in 2035 and provide guidance for moving the community toward that vision. The plan will identify Kirkland’s desired character and attributes, including existing community values that should be retained, as well as desired changes. The plan will determine how we manage anticipated growth and direct it consistent with the envisioned future. The Planning Commission will take the lead with the City Council making the final decision. To accomplish this it is essential that the community be involved in this process. Below is a summary of the community outreach objectives and corresponding techniques for each step of the update process. See also the Community Outreach Plan and Communications Plan for more detail on the implementation of the outreach program.

 This symbol signifies a public meeting, event or activity.

Legend:

PC = Planning Commission

TC = Transportation Commission

HCC = Houghton Community Council

CC = City Council

Steps	Work Program Tasks	Public Outreach Objective	Level of Participation	*Target Audiences	Outreach Techniques **	Timeframe
1.0	Outline approach to the plan update	Inform the community that we need to update the Comp Plan over the two year process	Inform	City Council, City Boards and Commissions, Neighborhood Assoc.	<ul style="list-style-type: none"> Community briefings & presentations Information posted on web page 	Feb – June 2013
2.0	Develop work plan & organizational framework	Inform and consult with the public to describe the work plan and validate that this is the right approach	Inform/Consult	Planning Commission Community at large	<ul style="list-style-type: none"> Planning Commission review work plan Internal Communications “C” Team established to coordinate plan updates and community outreach Create Kirkland 2035 Webpage Establish listserve and e-mail address Develop initial handouts and informational materials Produce About Growth Brochures City Update Articles Attend community meetings and events such as Chamber of Commerce luncheons and Policy Committee Provide monthly status reports to City Council 	April 25, 2013 Dec. 2013, April 2013 & June 2013 Started on April 2, 2013 1st Council meeting of each month March – June 2013
3.0 	Prepare community outreach plan	Inform public about the Community Outreach Plan, and how and when they can participate in influencing the decisions that need to be made. <i>“How to be part of the conversation”</i> Ask the community for suggestions on how they want to participate and validate the public	Inform/Consult	PC/City Council/HCC Targeted stakeholders Neighborhood Associations/KAN	<ul style="list-style-type: none"> Review and discuss with audiences Add to webpage Standard distribution to community at large Conduct stakeholder interviews On-line survey about public participation techniques Conduct Community Planning Day I Open House on June 8 (provide handouts on 	June 2013 May 2013 Completed April June 2013

Appendix I Comprehensive Plan Update-Community Outreach Objectives And Techniques For Each Phase

Draft June 19, 2013



Steps		Work Program Tasks	Public Outreach Objective	Level of Participation	*Target Audiences	Outreach Techniques **	Timeframe
			involvement process.			process, timing; provide list of data to be collected; provide interactive opportunities to ask questions and receive input) <ul style="list-style-type: none"> • Distribute COP to listserve and allow for comments • See Task 7 	
4.0	4.1	Conduct data collection, identify trends, update Community Profile and land use capacity and identify trends	Provide an opportunity for the public to identify the data to be collected and validate if additional data is needed.	Inform/consult	Brief HCC/PC/CC/Boards and Commissions Neighborhood Associations/KAN Business Community	<ul style="list-style-type: none"> • Post Community Profile on webpage • Post Land Capacity Analysis on webpage 	June - Oct 2013
	4.2	Analyze and summarize	Review the preliminary data collected and conclusions we've drawn from the preliminary analysis. Share and validate that our conclusions our sound	Consult	Same as above	<ul style="list-style-type: none"> • Distribute summary fact sheet • Add to webpage and allow for comment 	Sept-Oct 2013
5.0	5.1	Establish vision program & process;	Design a visioning process that builds community interest and enthusiasm	Inform	Check in with HCC/PC/CC Community at large Neighborhood Associations/KAN	<ul style="list-style-type: none"> • Develop informational materials • Attend Business Roundtable • Table at Walk & Roll event • Table at farmer's markets • City Update Article • Video • Neighborhood U • Neighborhood briefings • Currently Kirkland 	May 14, 2013 June 7, 2013 June – Sept 2013 June 2013
	5.2	Educate & inform community prior to visioning exercise	Provide information to the public about the purpose and importance of a vision statement and framework goals and how it is used.			<ul style="list-style-type: none"> • Provide on webpage • Introduction at visioning event below • Create Video • Introduce to Boards and Commissions 	July-Sept 2013
	5.3	Conduct visioning event or activities to develop a shared vision.	Consult and work with the community to develop a shared vision of the future of Kirkland that will guide the comprehensive plan update. Develop some targeted questions to seek input on values and various opinions if we are on the right track? Where should new jobs and	Involve/consult	Community at large* Neighborhood Associations/KAN Business Community	<ul style="list-style-type: none"> • Mail out invitations to event • Press Release • Video • Article in Kirkland Reporter • Conduct Community Planning Day II with focus on community visioning (format to be determined) • Conduct Online Survey 	Sept 2013 Sept 2013 Sept 2013 Oct 2013



Appendix I Comprehensive Plan Update-Community Outreach Objectives And Techniques For Each Phase

Draft June 19, 2013



Steps	Work Program Tasks	Public Outreach Objective	Level of Participation	*Target Audiences	Outreach Techniques **	Timeframe
		housing go? What needs to change?			<ul style="list-style-type: none"> • Conduct focus groups with top businesses, Youth Council, schools, school curriculum 	
	5.4	Develop draft vision statement and framework goals	Inform/consult	PC/HCC/CC Feedback to attendees of visioning event	<ul style="list-style-type: none"> • Staff drafts vision statement • Post draft on webpage and allow for comments • Review at PC/HCC/CC meetings 	Nov 2013 – Jan 2014
6.0 ➔	6.1	Assess existing plan. Analyze and identify gaps to determine what revisions are needed. Initial issue discussion	Involve/consult	PC/HCC/CC Community at large	<ul style="list-style-type: none"> • Study sessions • Conduct expert panel or visiting lecturer series on topics such as economic development, transportation, housing (format TBD) 	Jan – Feb 2014
	6.2	Prepare issue papers for each element, identify key policy issues. Scope environmental issues to be analyzed with EIS.	Involve/Consult	PC/HCC/TC/PB/CC	<ul style="list-style-type: none"> • Study sessions, discussion & direction 	Jan – June 2014
➔	6.3	Conduct public outreach activities on issues	Involve/Consult	See staff stakeholders/Issues chart Community at large	<ul style="list-style-type: none"> • Informational materials on webpage • Survey • Workshop or other event (format TBD) • Interactive on-line technique or survey 	Feb – June 2014
	6.4	Develop land use & transportation alternatives	Involve/Consult	PC/HCC/TC/PB/CC	<ul style="list-style-type: none"> • Study sessions 	Jan – March 2014
7.0 ➔	7.1	Neighborhood plan approaches	Involve/Consult	Neighborhood Associations KAN PC/HCC/CC	<ul style="list-style-type: none"> • Planning Commission discussion • Workshop or other event (format TBD) 	March 2013 TBD
	7.2	Incorporate into draft comprehensive plan (Task 11)	NA – staff work		<ul style="list-style-type: none"> • Staff work 	
8.0	8.1	Retain consulting services	NA – staff work			Nov – Dec 2014
	8.2	Prepare draft EIS	Consult	PC/HCC/CC	<ul style="list-style-type: none"> • Conduct EIS scoping 	Feb – Nov 2014

Appendix I Comprehensive Plan Update-Community Outreach Objectives And Techniques For Each Phase

Draft June 19, 2013



Steps	Work Program Tasks	Public Outreach Objective	Level of Participation	*Target Audiences	Outreach Techniques **	Timeframe
		environmental analysis and allow public comment on draft EIS.		Community at large	<ul style="list-style-type: none"> Provide public comment period Conduct public hearing 	
8.3	Prepare final EIS	Respond and incorporate public comments into final EIS	Inform		<ul style="list-style-type: none"> Staff work Distribute 	Jan – Feb 2015
9.0	Incorporate the results of the Transportation Master Plan process into the draft transportation element	See separate Transportation Master Plan public involvement plan.		PC/TC	<ul style="list-style-type: none"> Community engagement activities coordinated with Transportation Master Plan process 	
10.0	Incorporate the results of the PROS Plan process into the draft parks and open space element	See separate PROS Plan public involvement plan		Park Board Community at large	<ul style="list-style-type: none"> Informational materials Community survey Community engagement activities coordinated with PROS plan process 3 community meetings 	April 2013-Jan 2014
11.0	11.1 Prepare draft plan elements	Share the preliminary draft comprehensive plan and draft environmental review document with the community and ask for their feedback on both.	Inform/Consult	PC/HCC/CC Community at large	<ul style="list-style-type: none"> Study sessions Public comment period Conduct public event such as a workshop (format TBD) 	March- Sept 2014
	11.2 Prepare draft land use and transportation plans	Share the preliminary direction and implications of proposed land use and transportation changes	Inform or Consult	PC/HCC/TC	<ul style="list-style-type: none"> Study sessions Share on webpage Public comments 	Jan – Aug 2014
	11.3 Identify map and code changes	Notify property owners and residents of potential land use changes and encourage them to comment on changes	Inform or Consult	PC/HCC Affected property owners	<ul style="list-style-type: none"> Publications Public notice signs, notices Allow for public comment 	July – Aug 2014
12.0	12.1 Prepare final Draft Plan	Provide opportunity for public input on draft plan Inform the community about how their input and suggestions were considered and included in the draft final comprehensive plan.	Inform/Consult	PC/HCC/CC Community at large	<ul style="list-style-type: none"> Study sessions/PC Recommendations Share on webpage Public noticing and comments Notice to State Conduct Public Hearings 	Sept – Dec 2014
	12.2 City Council and HCC action	Council and HCC take final action on Comprehensive Plan	Inform	Community at large	<ul style="list-style-type: none"> Study session Final Adoption 	Jan – April 2015
	12.3 Printing & distribution	Inform the community about the decision made by the council regarding the final	Inform	Community at large	<ul style="list-style-type: none"> Share on webpage 	January-February 2015

Appendix I Comprehensive Plan Update-Community Outreach Objectives And Techniques For Each Phase

Draft June 19, 2013



Steps	Work Program Tasks	Public Outreach Objective	Level of Participation	*Target Audiences	Outreach Techniques **	Timeframe
		comprehensive plan update.				
13.0	Evaluate process	Contact public and boards and commissions involved in the process to provide input on how effective the outreach plan was and opportunities for improvement.	Consult	PC/HCC/CC Community at large	<ul style="list-style-type: none"> • Study sessions • Online public comments • Follow up survey 	2015

* See Community Outreach Plan for more detailed list of stakeholders and groups information will be distributed to.

**Includes attending community events such as neighborhood picnics, special events, Friday and Wednesday markets, 4th of July, Marina Park events, Kiosks at shopping centers, schools when appropriate



Thank you for your interest and involvement in the Comprehensive Plan Update. The Comprehensive Plan is an important planning tool for the City because it defines a future vision for Kirkland – 20 years from present day. Its goals ensure the City is able to provide the necessary facilities and services to direct and manage growth. In twenty years, Kirkland is expected to have 13,000 new residents with an approximate total population of 94,000.

The State Growth Management Act requires that the Plan be updated every eight years. Kirkland's Update is due by June 2015 and must show how Kirkland will manage its growth targets for 2006 to 2031 of 8,570 new housing units and 20,850 new jobs. The plan will identify Kirkland's desired character and attributes, including existing community values that should be retained, as well as desired changes. The plan will determine how we manage anticipated growth and direct it consistent with the envisioned future. Under the guidance of the Planning Commission, the update process involves the following key steps.

Join the Conversation...

COMMUNITY PLANNING DAY

Saturday, Oct. 19, 2013

10 a.m. – 2 p.m.

**at the Peter Kirk
Community Center**

352 Kirkland Avenue

www.kirklandwa.gov/kirkland2035

Update Key Milestones and Schedule

- | | |
|-------------|--|
| Summer 2013 | <ul style="list-style-type: none">• Collect and analyze data to understand current conditions, future planning efforts, and inform the public about the process |
| Fall 2013 | <ul style="list-style-type: none">• Community Visioning process to develop a shared vision statement for Kirkland's future• Identify issues and analyze each chapter of the Comprehensive Plan (Housing, Land Use, Economic Development) to determine what needs to be changed, amended |
| Fall 2014 | <ul style="list-style-type: none">• Develop draft updated Plan• Scope environmental issues, evaluate alternatives and assess draft plan through an Environmental Impact Statement process• Public hearings |
| Spring 2015 | <ul style="list-style-type: none">• Final adoption by Kirkland City Council |

Concurrent with the Comprehensive Plan Update, other city-wide efforts are occurring that will contribute to the long range plan for transportation, surface water management, the Cross Kirkland Corridor, and parks, recreation and open space.

How to share your voice, vision and future

- **Add** www.kirklandwa.gov/kirkland2035 to your favorites and subscribe to receive email updates
- **Attend** City Council, Planning Commission, Transportation Commission, Park Board meetings and share your ideas during public comment opportunities.
- **Attend** the Community Planning Day October 19, 2013 to help develop a vision statement
- **Participate** in public involvement activities such as workshops and public meetings.
- **Read** city publications including "About Growth," an educational publication dedicated to the Comprehensive Plan.



Public Involvement Opportunities for 2013: Master, Long Range and Strategic Plans



Planning & Community Development Department Comprehensive Plan



Totem Lake Transfer of Development Rights Study

Contact

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Dorian Collins, 425-587-3249

dcollins@kirklandwa.gov



Public Works Department

Transportation Master Plan



Cross Kirkland Corridor Master Plan

100th Avenue Corridor Plan



NE Juanita Drive Corridor Plan



Surface Water Master Plan Update

Contact

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Jenny Gaus, 425-587-3850

jgaus@kirklandwa.gov



Parks & Community Services Department

Parks, Recreation, Open Space Plan Update



Totem Lake Park Master Plan

Edith Moulton Park Renovation Plan

Waverly Beach Park Renovation Plan

Contact

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Detailed information will be posted to www.kirklandwa.gov/kirkland2035

Alternate Formats: Persons with disabilities may request materials in alternative formats —please call Kari Page, Neighborhood Outreach Coordinator at 425-587-3011 or KPage@kirklandwa.gov. Persons with hearing impairments may access the Washington State Telecommunications Relay Service at 711.

Title VI: It is the City of Kirkland's policy to ensure full compliance with Title VI of the Civil Rights Act of 1964 by prohibiting discrimination against any person on the basis of race, color, national origin or sex in the provision of benefits and services resulting from programs and activities. Any person who believes his/her Title VI protection has been violated, may file a complaint with the City of Kirkland. For questions regarding Kirkland's Title VI Program, or to file a complaint with the City of Kirkland, contact Kari Page, Neighborhood Outreach Coordinator at 425-587-3011 or KPage@kirklandwa.gov"