



**CITY OF KIRKLAND**  
City Manager's Office  
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[www.kirklandwa.gov](http://www.kirklandwa.gov)

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## MEMORANDUM

**To:** Kurt Triplett, City Manager  
**From:** Marilynne Beard, Deputy City Manager  
**Date:** October 6, 2013  
**Subject:** KIRKLAND 2035 UPDATE #7

### **RECOMMENDATION:**

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

### **BACKGROUND DISCUSSION:**

This report is the seventh in a series of monthly updates to keep City Council and the public informed about the results of recent public involvement activities and upcoming opportunities to get involved. This month's report will focus on the promotion of the Kirkland IdeasForum website and the upcoming Community Planning Day scheduled for October 19.

### **Recent Activities**

On September 30, a K2035 open house was held at Zoka Café for downtown business owners.

During the week of October 7, visioning meetings were held with a joint meeting of the Park Board, Transportation Commission, Planning Commission, and Design Review Board, as well as the Business Roundtable and the Human Services Committee and Senior Council.

### **Fall Community Planning Day – October 19, 10 a.m. to 2 p.m., Peter Kirk Community Center**

The next Community Planning Day will be held on Saturday, October 19 at the Peter Kirk Community Center from 10 a.m. to 2 p.m. The following studies and plans will be represented at the event:

- Comprehensive Plan Update with special focus on updating the vision statement
- Totem Lake Neighborhood Plan update
- Parks, Recreation and Open Space Plan
- Totem Lake Park Master Plan
- Transportation Master Plan
- Juanita Drive Corridor Study
- Surface Water Master Plan
- Cross Kirkland Corridor Master Plan
- Interactive Capital Improvement Project Map and Street Levy

In addition to City initiatives, community information stations will be available for:

- Kirkland Greenways informational table
- Puget Sound Green Power Challenge sign-up station
- Emergency Preparedness Information

Participants from the previous Community Planning Day are encouraged to visit the event to take part in new group sessions. Displays for many of the plans and studies will summarize public input received to date as well as preliminary concepts or alternatives. Participants will be able visit any of the displays and talk with staff about the various topics throughout the event. Participants can also attend one or both of the **group sessions**:

The Comprehensive Plan **Vision Statement sessions** will ask participants to describe their vision of Kirkland's future by topic areas such as transportation, land use planning, housing, parks and open spaces and economic development. Input gathered from the group sessions will be summarized and combined with input from other visioning sessions to form the basis for an updated vision statement recommendation. The Vision Statement sessions will be held in the Community Center Lobby Meeting Room located off of the center's main lobby.

The **Cross Kirkland Corridor Master Plan sessions** will present a summary of the public input received to date and describe the observations and opportunities identified by the project Consultants, Berger and Associates. Participants will then have an opportunity to give their reactions to the project concepts. The CKC sessions will be held at the Kirkland Teen Union Building.

Volunteer greeters will be available to direct participants to the activities and an event program and map will be available. Participants will also have the opportunity to interact with City Council members in the PKCC's reception area.

**Each of the group sessions will be held twice** so that participants can attend both sessions.

10:30 a.m. – 11:30 a.m.	Visioning Exercise Session #1
10:30 a.m. – 11:45 a.m.	Cross Kirkland Corridor Session #1
12:00 p.m. – 1:00 p.m.	Visioning Session #2
12:00 p.m. – 1:15 p.m.	Cross Kirkland Corridor Session #2

The Community Planning day is being marketed again through a direct mail postcard, City Update (released October 1) and an advertisement in the City's Parks Brochure and in the Kirkland Reporter. A press release will also be issued prior to the event.

A third Community Planning Day will be held during the first quarter of 2014.

### **Kirkland Ideas Forum**

Staff is beginning to fully launch the Ideas Forum web page. Additional information about how to use the website along with a "how to" video is now available on the site. The Community Business Day postcards contained the URL and a QR code for the site. Business cards providing information and a QR code for the site are available to be distributed at events, meetings and at public buildings. The following media release was distributed on October 2:

# Your ideas about Kirkland's future wanted on [www.ideasforum.kirklandwa.gov](http://www.ideasforum.kirklandwa.gov)

*Online tool offers unique way to join the conversation about Kirkland 2035*

**KIRKLAND, Wash.** – Post it. Vote on it. Share it with others. That's what the City of Kirkland wants residents, businesses and community members to do on a new civic engagement site – [www.ideasforum.kirklandwa.gov](http://www.ideasforum.kirklandwa.gov). The site allows you to submit ideas, give your answers to specific questions, and to vote and comment on ideas from others. The online conversation tool focuses on the "[Kirkland 2035. Your Voice, Your Vision, Your Future.](#)" campaign. The site currently features the [Comprehensive Plan Update and the City's visioning process](#) and the [Cross Kirkland Corridor Master Plan](#).

The site features different ways for users to engage in an online conversation. You can enter a simple idea that answers the question "My vision for Kirkland is..." The "Forums" feature is where you submit your ideas or vote and comment on another person's idea(s) about a single topic. For example, you can submit ideas about: "What do you see in your vision for the Cross Kirkland Corridor?" The "Discussion" feature provides for more in-depth conversation about a particular topic by asking multiple questions. When you "join the discussion," you are presented with background information about a particular topic and then asked to "answer" questions which are intended to prompt an online conversation. Currently, the Comprehensive Plan Update discussion seeks answers to questions about future housing, transportation and local services. Look for the video tutorial on how the site works on the Ideas Forum homepage.

*The Ideas Forum site will be re-purposed in the future for online civic engagement around topics such as the City's Biennial Budget.*

Although the City Council is discouraged from participating on the site, the City Council and board and commission members are encouraged to visit the site to see what people are saying about various topics. Staff may interact and respond to comments and questions posted to the site. New questions and topics will be launched periodically.

Updates on the progress of plan updates will be provided at the next K2035 update scheduled for the November 19 City Council meeting along with the results of the visioning exercises and the Community Planning Day.

## **Upcoming Events**

Visioning exercise will continue with the Youth Council on October 28 and the Kirkland Alliance of Neighborhoods on November 13. A visioning session for Kirkland employees will also be held during the time period.