



MEMORANDUM

Date: June 19, 2013

To: Planning Commission

From: Janice Coogan, Senior Planner
Paul Stewart, Deputy Planning Director

Subject: Comprehensive Plan Update, Community Outreach Plan - File No. CAM13-00465 #2

On June 27, 2013 staff would like your feedback on the proposed draft Community Outreach Plan for involving the public in the update of the Comprehensive Plan (Attachment 1). Attachment 1, Appendix I chart summarizes each phase of the work program and proposed public involvement activity, objectives and techniques for engaging the public over the next two years.

The City Manager's office developed an overall Communications Plan and a Comprehensive Engagement Plan for the Comprehensive Plan and all the long range master plans and tactical plans to ensure the public received a clear unified message underway in the City.

An overall logo "*Kirkland 2035 Your Voice, Your Vision, Your Future*" was developed to identify the various initiatives. Staff meets frequently to coordinate all communication and public involvement activities. The overall Communications Plan describes the methods in which the City will communicate with the public (Attachment 2).

I. Public Participation Requirements Under the GMA

The Growth Management Act requires early and continual citizen participation in the development and update of local comprehensive plans and encourages the involvement of citizens in the planning process and coordination between communities and jurisdictions to reconcile conflicts.

II. Planning For Public Involvement

Beyond the standard noticing and public comment opportunities required by the Process IV review process in the Zoning Code, Kirkland residents and businesses expect a variety of opportunities to express their values, opinions and to influence the decisions that are made

about the future of their community. Building on what we've learned from the last major update public involvement plan and recent neighborhood plans, the goal is to provide new and innovative ways to involve the public. Two great resources for public engagement ideas are:

- The Municipal Research and Services Center of Washington website www.mrsc.org at regarding [public participation](#)
- The Washington State Department of Commerce website at www.commerce.wa.gov under [Citizen Participation and Coordination](#)

To gear up for the update, staff participated in training sessions presented by outreach consultants EnviroIssues based on the International Association for Public Participation or IAP2 methodology. Staff learned the importance of first planning for public participation to determine the desired objectives or outcomes, the level of involvement and appropriate techniques given a particular situation. EnviroIssues has also assisted the Planning Department in the development of the Community Outreach Plan.

III. Implementation of the Community Outreach Plan

The Community Outreach Plan for the Comprehensive Plan update contains the type of public outreach activities, outreach materials to be created and a list of key stakeholders to be notified or involved in the process (Attachment 1). The components of the Outreach Plan are basically organized by events or activities where we will want to bring people together to involve, consult, to provide input on the decisions that need to be made and the communication tools we plan to use to educate and inform the public about the process and the how and when they can be involved. The Outreach Plan efforts are coordinated with the work plan tasks and schedule for the Comprehensive Plan update. As the Comprehensive Plan work evolved in conjunction with the Outreach Plan, it became evident that the update will need likely be completed in early 2015 rather than late 2014 as previously discussed.

Below are the key points in the process when we recommend conducting public meetings or events to bring people together for public involvement opportunities. The formats for each event are in the process of being designed:

Summer 2013	Community Planning Day I (inform and educate about process)
Fall 2013	Community Planning Day II (community visioning) Focus groups (top employers, schools, youth)
Early 2014	Expert panel or visiting lecturer's series for issues identification related to elements
Spring 2014	Workshop or other format to provide input on key issues and scoping for EIS
TBD	Workshop or other format to provide input on Neighborhood Plan approaches
Spring 2014	Workshop or other format for draft Plan elements and draft EIS
Fall 2014	Formal public hearings and comment periods on the draft Plan and EIS.

Public outreach related to the Comprehensive Plan update has already begun. Planning and other city staff held briefings with a majority of the Neighborhood Associations, City Boards and Commissions and will continue to do so. City Council is briefed each month by the Deputy City Manager on the overall outreach efforts. The following public outreach activities or related tasks have occurred or are in the process of being developed:

- **Kirkland 2035 logo, tagline and webpage** provides a coordinated communication tool and identity. Each long range plan or project has a unique smaller graphic. The webpage is where people sign up to receive email announcements of upcoming meetings and information about the Comprehensive plan update and various studies and projects.
<http://www.kirklandwa.gov/Community/Kirkland2035.htm>
- A **Communication Plan** was developed describing how the public will be kept informed and design guidelines for all publications (see Attachment 2).
- An **informational handout** about the Comprehensive Plan update was produced to explain the update process and how the public can be involved (see Attachment 3).
- A series of **"About Growth" educational publications** have been produced on subjects such as growth management, zoning, Kirkland's Totem Lake Urban Center and transportation management and concurrency. All are posted on the City's Kirkland 2035 website. Future topics include smart growth and housing.
- May 14, 2013 **Kirkland Business Roundtable event** focused on visioning for the Cross Kirkland Corridor master plan. City staff including planners were present to inform and answer questions related to the various planning efforts underway. Over one hundred people attended.
- Staff provided **neighborhood briefings** on the Plan update to several neighborhood association meetings.
- June 1, 2013 **Totem Lake Park Master Plan workshop** was held to receive input on potential improvements to the Park.
- June 7, 2013 **Walk and Roll pedestrian and bicycle safety event** at the Juanita Beach Park adjacent to the Juanita Friday Market allowed staff to inform the public about the Update process.
- The first **June 8 Community Planning Day** was held at City Hall. It was a great success with approximately 200 people participated. The open house format allowed people to visit a variety of stations for the various long range plans, projects and master plans. Attachment 4 is a copy of the program and list of stations. At the Comprehensive Plan update station we had several maps showing the number of single family homes constructed over time, existing land use, planned land use. Comment cards and paper on walls were available for people to

list key challenges or concerns they want to be addressed with the Comprehensive Plan update or their "Big Idea" for the future of Kirkland. People were asked to write what their vision for Kirkland is for the future and were videotaped holding the white board.

In the City Council Chambers two interactive town hall sessions were held. The first was called "*Growth Management-What does it mean for Kirkland's future?*" presented by past Kirkland planning director and Growth Management Hearing's Board Joe Tovar, FAICP. The second session entitled "*Making Business District Work for You*" was moderated by Mayor Joan McBride. Approximately 40,000 postcard mailers were sent to Kirkland residents and businesses. Comments received at the June 8 event are contained in Attachment 5.

IV. Next Steps

- A new on-line dialogue called MeetingSphere is in the process of being developed with EnviroIssues and Information Technology staff. This would provide another way for the public to provide input in addition to attending meetings.
- A survey will be developed related to community visioning and issue identification for each element.
- Informational materials will be provided at a variety of community venues and locations (Wednesday market, grocery stores, etc.).
- With assistance from EnviroIssues, Planning staff will begin to organize the format for the visioning process to be held at the fall Community Planning Day and the other events.

Attachments:

1. Comprehensive Plan Update Community Outreach Plan
2. City wide Communications Plan
3. Example of an informational handout
4. Community Planning Day I June 8 program
5. Public comments related to Planning Department stations received at Community Planning Day I

COMPREHENSIVE PLAN UPDATE



COMMUNITY OUTREACH PLAN

Join the Conversation...



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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 Center

Future 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

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 listserv 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

June 19, 2013



Steps		Work Program Tasks	Public Outreach Objective	Level of Participation	*Target Audiences	Outreach Techniques **	Timeframe
			involvement process.			<ul style="list-style-type: none"> process, timing; provide list of data to be collected; provide interactive opportunities to ask questions and receive input) • Distribute COP to listserv 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

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	Ask public to validate the 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	Educate the public and identify the issues and changes that need to be made to the Comprehensive Plan. Consult with public to determine if additional issues need to be studied.	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.	Share the gaps and issues we've identified in the current comprehensive plan that need to be addressed	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	Ask public have we included the right gaps and issues for each element of the comprehensive plan update? Use public to identify issues related to topic areas What are the environmental affects that should be analyzed in the EIS?	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	Work with the community to develop the elements (alternatives within the elements)	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	Consult with the public to develop a new approach to the neighborhood planning process that is inclusive, results in an efficient, timely and meaningful update process.	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	Advertise for consultant services for EIS	NA – staff work			Nov – Dec 2014
	8.2	Prepare draft EIS	Obtain public input on scoping for	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

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

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

City of Kirkland
Comprehensive Plan Update

COMMUNICATIONS
PLAN



Marie Stake, Communications Program Manager
City Manager's Office
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March 22, 2013

Comprehensive Plan Update: Project Outline

Beginning in 2013, the City of Kirkland, WA will undertake updating its Comprehensive Plan. With guidance from the Washington State Growth Management Act (GMA), the City of Kirkland, through its Comprehensive Plan, decides such issues as where future growth in the number of people working and living in Kirkland should go, how to provide open space and recreational opportunities, and what transportation policies will most effectively manage traffic. The Comprehensive Plan must address a period of at least 20 years into the future. This update will envision Kirkland in the year 2035. The focus will be on updates to the 15 general element chapters and not updates to the individual neighborhood plans.

For counties and cities planning under GMA, they are required to renew and update their comprehensive plans every eight (8) years. Kirkland's first Comprehensive Plan was adopted in 1963 and rewritten in 1977. In 1990-1991, the State adopted the Growth Management Act (GMA) which established specific requirements for Comprehensive Plans. As a result, Kirkland overhauled its Comprehensive Plan in 1995 to comply with the GMA. The City annually updates its Plan to keep it current and in 2002 undertook a major review as required by the GMA with adoption of an updated Comprehensive Plan in 2004. The Comprehensive Plan is now due for the State mandated update which must be completed by June 2015.

The City Council and Planning Commission will be reviewing the approach of the Update (e.g. timeline of how and when the Update will be conducted) in early 2013. The Update will result in an revised Comprehensive Plan document which is intended to be considered by the City Council by the end of 2014.

Purpose of Comprehensive Plan Update Communications Plan

This **Communications Plan** is intended to outline the methods in which the City will communicate the purpose of the Comprehensive Plan Update ("Update"), opportunities for public involvement, and results of public engagement. It also identifies communications objectives and key stakeholders (target audiences) intended to receive information about the Update. This document is supplemental to the Comprehensive Plan Update Project Timeline (Attachment A). Further, this Communications Plan is intended to support the goals of the Public Involvement Plan to educate the public, communicate with them, and encourage their participation in the Update. (Attachment B). Some similar goals, objectives, tools and techniques may be contained in both plans.

Education

- To explain the requirements of the Growth Management Act and Comprehensive Plan.
- To provide objective information to assist stakeholders in understanding issues and solutions.

- To encourage involvement in the Comprehensive Plan Update program.
- To explain the process of the Update.
- To inform interested stakeholders of the progress, status, and key policy discussions throughout the Update.

Communications

- To use multiple means of communications (print, media, social networking, public involvement).
- To integrate key messages in all city communications.
- To integrate the "SLOGAN" brand into all city communications.
- To inform elected and appointed officials and city staff through continual communications about the purpose, scope, and objectives of the Update.
- To provide two-way communication as much as possible.
- To be mindful that communications need to be simplified as comprehensive planning is a complex topic and to use non-technical language and simple graphics to explain the technical aspects of the project.
- To establish internal review of content that will result in timely and accurate release of information.
- To coordinate communications for the Comprehensive Plan Update with other strategic, master plan, and functional plans being initiated this year such as the Parks, Recreation, & Open Space (PROS) Plan Update and the Transportation Master Plan.
- To acknowledge the input on issues and concerns received from stakeholders and participants during the project.

Participation

- To encourage public participation in the Update and associated plans and studies; including elected and appointed officials.
- To build trust by providing timely and accurate information.
- To provide information to those traditionally unreachable in city communications.
- To ensure all public meetings are held in buildings that are accessible to people with disabilities.

What are the Most Important Messages We Will Convey?

Key Messages

- ***Kirkland's Comprehensive Plan contains a broad expression of the desires of the community for the City's 20 year future projection***
 - Planning for Kirkland's future makes good sense.

- The 2013-2014 Update will bring into focus the vision of what community members desire Kirkland to be in the year 2035.
 - Kirkland’s comprehensive planning is intended to serve the best interests of the community.
 - In 1913, Kirkland’s population was 800; in 2013 its population is 81,000.
 - Kirkland is the 12th largest city in Washington State.
 - Over the next 20 years, Kirkland’s population is expected to grow by 13,000 new residents making the total population around 94,000.
 - Between 2006 and 2031, Kirkland is expected to accommodate 8,570 new housing units and 20,850 new jobs.
 - Kirkland’s Comprehensive Plan consists of a Land Use Map which designates general land use categories and the desired use of lands.
 - Kirkland’s Comprehensive Plan is a coordinated effort to ensure the City has sufficient capacity of land planned for and zoned to accommodate its housing and job growth targets.
 - Kirkland’s Comprehensive Plan is the centerpiece of local planning that also ensures the City has adequate public facilities and funding to support expected public and private development.
 - As either part of the Comprehensive Plan Update or following adoption, the City may need to amend its zoning and development regulations to ensure consistency with the Plan.
- ***Public participation is vital to Kirkland’s comprehensive planning.***
 - The 2013-2014 Update involves a review of the current Comprehensive Plan as a collaborative effort among community stakeholders, elected and appointed officials, and city staff in updating the document.
 - The 2013-2014 Update will include extensive public involvement opportunities based upon the International Association of Public Participation (IAP2) as outlined in the Public Involvement Plan. (Attachment B)
 - The 2013-2014 Update affects all residents, business owners and employees.
- ***Kirkland’s Comprehensive Plan is required by the State Growth Management Act***
 - The GMA was enacted in 1990 and amended in 1991 in response to rapid population growth and concerns with suburban sprawl, environmental protection, quality of life, and related issues. ⁱ
 - Citizens and lawmakers saw how population growth and suburban sprawl threatened Washington’s forest and agricultural lands, wetlands, and wildlife habitat. ⁱⁱ

- The GMA has been amended several times and is primarily found in Chapter 36.70A Revised Code of Washington.
- The GMA requires that the Comprehensive Plan be consistent with county and regional policies as well as with adjacent cities.
 - For Kirkland, this means the City is to coordinate its Comprehensive Plan with King County and the Puget Sound Regional Council (PRSC) and ensure the City's Plan is consistent with "King County Countywide Planning Policies" and the Vision 2040 polices.
- The 2013-2014 Comprehensive Plan Update is expected to be completed by December 2014.

With Whom Will We Communicate? Key Stakeholders

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:

City of Kirkland Officials and Organizations

- Kirkland City Council
- Houghton Community Council
- Advisory Boards
 - Kirkland Planning Commission
 - Kirkland Transportation Commission
 - Kirkland Park Board
 - Kirkland Human Services Committee
 - Kirkland Design Review Board
 - Kirkland Cultural Arts Commission
 - Kirkland Senior Council
 - Kirkland Youth Council
 - Kirkland Library Board
- City employees and consultants
- A Regional Coalition of Housing (ARCH)
- Municipal Research and Service Center (MRSC)

Neighborhood Leadership

- Kirkland Alliance of Neighborhoods
- Central Houghton Neighborhood Association
- Everest Neighborhood Association
- Evergreen Hill Neighborhood Association
- Finn Hill Neighborhood Alliance
- Highlands Neighborhood Association
- Juanita Neighborhood Association
- Lakeview Neighborhood Association
- Market Neighborhood Association
- Moss Bay Neighborhood Association
- Norkirk Neighborhood Association
- North Rose Hill Neighborhood Association
- South Rose Hill/Bridle Trails Neighborhood Association
- Totem Lake Neighborhood Association

Government Agencies/Representatives

- Washington State
 - Legislative Districts: 1st, 45th, & 48th
 - Department of Parks (Bridle Trails and St. Edwards State Parks)
 - Department of Commerce
 - Commerce will notify state agencies: Departments of Transportation, Ecology, Natural Resources, Fish & Wildlife, Puget Sound Water Quality Action Team, Health, Social and Health Services, Parks and Recreation Commission and Corrections
 - Office of Financial Management
 - Office of the Land Commissioner

- King County
 - King County Member District 1 and District 6
 - Development & Environmental Services
 - Metro Transit
 - Parks & Recreation
 - Housing Authority
 - WRIA 8/Lake Washington-Cedar-Sammamish Watershed
 - King Conservation District (Washington State Conservation Commission)

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

- Other Government
 - City of Bellevue
 - City of Bothell
 - City of Clyde Hill
 - City of Hunts Point
 - City of Kenmore
 - City of Medina
 - City of Redmond
 - City of Woodinville
 - Northshore Fire Department

- Transit Agencies
 - Sound Transit

Tribes

- Mukleshoot Tribal Council

Regional/State Associations

- Puget Sound Regional Council
- Puget Sound Partnership
- Association of Washington Cities
- Cascade Water Alliance Board of Directors

Utilities

- Northshore Utility District
- Woodinville Water District
- Seattle City Light (easement transmission line)
- Puget Sound Energy

Non-profit, Community & Faith-Based Agencies

- Boys and Girls Club of Kirkland
- Cascade Bicycle Club
- Eastside Human Services Forum
- Eastside Trail Advocates
- Friends of Youth
- Hopelink
- Kirkland Heritage Society
- Kirkland Interfaith Transition in Housing (KITH)
- Kirkland Rotary Club
- Kiwanis Club of Kirkland
- Youth Eastside Services (YES)
- YMCA of Seattle (Kirkland Teen Union Building)

Education

- Lake Washington School District, Board of Directors
 - Parent Teacher-School Associations (PTSAs)
- Lake Washington Institute of Technology, Board of Directors
- Northwest University, Board of Directors

Business Associations

- Evergreen Health & Medical Center
- Kirkland Chamber of Commerce
- Kirkland Downtown Association
- Kirkland Business Roundtable
- Kirkland Tourism Networking Group
- Kirkland’s Developers Forum
- Master Builders Association of King & Snohomish Counties
- Real Estate Associations

Environmental Stewardship and Land Use Associations

- Eastside Audubon Society
- Forterra
- Futurewise
- Green Kirkland Partnership
- Kudos Kirkland
- Sustainable Kirkland

Internal Stakeholders

- Comprehensive Plan Update Project Team
- Department Directors
- Green Team
- City employees

How Will We Ensure Effective Communications? Communications Methods

Dedicated Project Website

The dedicated webpage will lie within the main domain (www.kirklandwa.gov) and have short url such as www.kirklandwa.gov/kirkland2035. Content uploads will be made by Planning & Community Development (PCD) and City Manager’s Office (CMO). I.T. Webmaster will be asked to implement “search engine optimization” techniques so that those searching for the site can find it easily. 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: social media integration, embedded video, online surveys, calendar and a listening log page where citizen questions are posted with responses.

The I.T., Planning and City Manager’s Departments will explore the concepts of an interactive timeline that reflects the Comprehensive Plan Update program.

City Publications

City produced materials (e.g. newsletters, dedicated publications, fact sheets) will contain the “Kirkland 2035: Your voice. Your vision. Your future.” brand so that readers begin to familiarize themselves with it. 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.

- **City Update newsletter** is published at the end of March, June, September and December and will be a primary source of project update information.

- **“Kirkland 2035” dedicated publication** similar to the City’s “Budget Bylines” will be produced and may cover topics such as:
 - GMA/Comprehensive Plan
 - Comprehensive Plan & Zoning
 - Concurrency and Level of Service (LOS)
 - Density/Growth Targets
 - Smart Growth/History of Planning
 - Glossary of Comprehensive Planning terms
 - Capital Facilities
 - Transportation Master Plan
 - Parks, Recreation & Open Space Plan update
 - Neighborhood Planning

RECOMMENDATION: Funding for postage and printing to mail one, some or all of the newsletters with the dedicated publication (see below) and an insert.

- **Other publications** will allow the City to share its achievements and challenges in the Comprehensive Plan Update. Possible online and printed publications include:
 - Association of Washington Cities “CityVision” magazine
 - Municipal Research & Services Center “Insight” magazine
 - American Planning Association “Planning” magazine
 - American Public Works Association “PUBLICWorks” magazine
 - Kirkland Heritage Society “The Blackberry Press”

Meeting Notices and Mailings

The City Council sets the overall direction for the update and adopts the final Comprehensive Plan. As an appointed citizen advisory body by the City Council, the Planning Commission will be the lead Commission responsible for guiding the process and ultimately making a recommendation to the City Council on the revised Comprehensive Plan. The Houghton Community Council works in concert with the Planning Commission and often participates in joint meetings, workshops and hearings. It can also make recommendations to the Planning Commission and City Council and can potentially assert disapproval jurisdiction within the jurisdiction for those issues not mandated by statute.

Two other advisory boards will play a critical role in this process: the Transportation Commission and the Park Board. Both groups will be involved in the drafting and review of several chapters of the Comprehensive Plan. In particular the Transportation Commission will take the lead preparing the Transportation Master Plan that will form the basis of the Transportation Element of the Comprehensive Plan. Since land use and transportation are inherently linked, both the Planning Commission and Transportation Commission will work closely together to ensure that the network of transportation facilities and projects support the land use at the appropriate level of service. In addition, adequate funding needs to be addressed to pay for the projects.

Elected and appointed boards offer the ability for public input through:

- Public comment at public meetings and public testimony at public hearings
- Email and mail correspondence directly to members or through city staff

The following table shows the City's notifications for the Council and key advisory boards.

Meeting	When/Where	Notices			
		Electronic Agenda/Packet & List Serv	City Online Calendar	City Hall Posting	Other
City Council* (Elected)	Meets 1 st & 3 rd Tuesday of each month 6 p.m. Study Session 7:30 p.m. Regular Meeting	X	X		Seattle Times newspaper for special meetings only KGOV & Klife TV channels (Dates/Times/Location)
Houghton Community Council* (Elected)	Meets the 4 th Monday of each month 7 p.m.	X	X	X	Seattle Times newspaper for special meetings only KGOV channel (Dates/Times/Location) Public Calendar on PCD web
Planning Commission* (Appointed)	Meets the 2 nd and 4 th Thursday of each month 7 p.m.	X	X	X	Seattle Times newspaper for special meetings only KGOV channel (Dates/Times/Location) Public Calendar on PCD web
Transportation Commission* (Appointed)	Meets the 4 th Wednesday of each month 6 p.m.	X	X		Seattle Times newspaper for special meetings only KGOV TV channel (Static Meeting Info)
Park Board* (Appointed)	Meets the 2 nd Wednesday of each month 7 p.m.	X	X		Seattle Times newspaper for special meetings only KGOV channel (Static display)

*Meetings held at City Hall, Council Chamber, 123 5th Avenue

Neighborhood Association Relations

There are 13 formal neighborhood associations in Kirkland (see Key Stakeholders list). All associations hold regular meetings throughout the year. Some associations have websites, social media sites and/or email distribution lists. The City will conduct an assessment of communications tools offered by associations and will contact each association and explore ways to further the City's communications through:

- A direct link or RSS feed from the association website to the Comprehensive Plan Update website, where feasible.
- An email notification that associations can forward to their members announcing the Update project and the city project webpage.
- A request encouraging neighborhood association members to sign up for the Comprehensive Plan Update list serv.

Also as part of the City's outreach on the Update, presentations will be made to the Kirkland Alliance of Neighborhoods and at association meetings.

When available, the Communications Program Manager will subscribe to email subscriptions provided through neighborhood association websites to gauge if City information about the Update is being distributed to association members.

Press Releases

City news releases will be drafted and routed to the appropriate Public Involvement Coordinating Team member. City news releases are distributed to the following:

- City Council, City Manager's Office and City Public Information Officers
- 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 list serv subscribers
- Posted at City Hall, City community centers and libraries
- Emailed to newspapers, local news, community and opinion blogs, Seattle TV and radio stations

Media Paid Advertising

An effective means to communicate the City's efforts on the Comprehensive Plan Update is through paid print and online advertising such as:

- The **City's Recreation Guide** is published twice each year and mailed to all single and multi-family addresses in the 98033 and 98034 zip codes. The Summer/Spring Guide is published March; content is due in early January. The Fall/Winter Guide is published

RECOMMENDATION: Funding for paid advertising to announce project launch on major public involvement events.

August; content is due in early June. Public involvement activities could be advertised in the Guide. Advertisement rates vary on the color and size of the ad: \$119 for 1/8 page ad up to \$599 for a full page ad.

- The **Kirkland Reporter** offers paid advertising in its printed newspapers and its online version. In addition to display ads, pop-up and banner online ads are available.

RECOMMENDATION: Funding for paid advertising to announce project launch on major public involvement events.

Outreach

In addition to the public involvement activities outlined in the Public Involvement Plan that are intended to engage stakeholders in decision making processes for the Comprehensive Plan Update, the following outreach efforts may be conducted as a means to educate and communicate the Comprehensive Plan Update:

- **Neighborhood University** (“Neighborhood U”) sponsored by the Kirkland Alliance of Neighborhoods. (Spring, 2013)
 - KAN has request Comprehensive Plan be topic of educational series
- **Civics Academy** sponsored by the City Manager’s Office (Spring, 2014)
 - Educational series gives insight to the workings of Kirkland city government
- **“Talk of the Town” Road Show** could be made available to neighborhood, community and business groups as an informative presentation by city and community representatives. The City could train selected community members as speakers.
- **Visiting lecturer series** would present industry experts on topics such as smart growth, multimodal transportation systems, and the economics of growth.
- **Community events** often offer a way to reach many people at their places of leisure. The Friday Juanita Market, sponsored by the City of Kirkland, and the Kirkland Wednesday Market offer “community information” booth space throughout their seasons (May – October). Kirkland is host to may special events such as runs, walks, and other sports events.
- **Informational Kiosks** could be set up at public places such as the community centers, libraries, grocery stores and parks that would information about the Update. To better engage community members, kiosks may be staff by city or community representatives.

Video Media

To provide the full spectrum of communications, video media is recommended. Educational videos could be developed in addition to feature and news stories in Currently Kirkland, the City’s information news program. Videos should be integrated into the City’s outreach efforts (see above.) Videos would be embedded into the City’s project website and city and community social media sites.

Social Media

Currently, the City has a government Twitter Account, a Tourism and Environmental Services Facebook accounts that will be used for communications on the Update. The City will explore and ensure policies are in place to support the use of blogs and other social media tools. The City will further explore online social media tools that allow for citizen-posted ideas and comments that can

be “voted on” by others and also allow the City to initiate a post that encourages a virtual conversation. Earlier investigation of these tools revealed that some have a polling feature.

Surveys

Surveys will be a vital communications and public involvement tool to obtain feedback from citizens and issues pertaining to the Update, to gauge current understandings of the Update and learn if the City’s communications and public involvement efforts are effective. Surveys also allow citizens an alternative way to participate in the Update, especially when they are not be able to attend public involvement events. The City has the capability, through the I.T. Department, to create surveys. The City also has a “Survey Monkey” account. The City will explore the idea of creating QR Codes on printed materials that will allow someone to link to a survey from a “smart phone.”

Internal Communications

The City is committed to keeping city employees and members of advisory boards informed and will:

- Encourage subscription to email updates
- Create an informational page on KirkNet (Sharepoint Intranet)
<http://kirknet/KirkNetSites/kirkland2035/SitePages/Home.aspx>
- Discuss progress at the City Manager’s Fireside Chats
- Encourage updates at Department staff meetings

Communications Performance Measures

The following measures will ensure the City is effectively using a broad range of communications and will be evaluated throughout and after the completion of the update.

Communications Objectives	Performance Measures
Build credibility and trust among stakeholders and participants.	City materials answered questions completely, accurately, and quickly.
Use non-technical language and simple graphics to explain technical aspects of the project.	City materials presented to the public were reviewed to eliminate overly technical language.
Use a variety of media (website, printed materials, email updates, social media, multi-media) to provide information about the project.	Communication methods other than public meetings were used when appropriate to obtain feedback from stakeholders and participants.
Provide information to those traditionally unreachable in city communications.	Conduct assessment at the onset to identify populations traditionally not engaged in citywide public involvement efforts.
Conduct short questionnaires of participants on their level of satisfaction of staying informed	At pre-identified stages of the Comprehensive Plan Update project, assess whether participants are receiving the information they seek in their preferred method.
Provide responses to citizen, media, and elected officials in a timely manner.	Project Team members will respond to all inquiries regarding the Comprehensive Plan Update within 5-7 business days.

3/22/13

ⁱ Municipal Research and Services Center of Washington, "Comprehensive Planning/Growth Management,"

ⁱⁱ Washington State Dept. of Commerce, "Overview of GMA," Nov. 2011



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.

Update Key Milestones and Schedule

Under the guidance of the Planning Commission the Update process involves the following key steps:

Spring-Summer 2013	Collect and analyze data to understand current conditions, future planning efforts, and inform the public about the process
Fall 2013	Community Visioning process to develop a shared vision statement for Kirkland's future
Winter 2013/14	Identify issues and analyze each chapter of the Comprehensive Plan (Housing, Land Use, Economic Development) to determine what needs to be changed, amended
Spring 2014	Develop draft updated Plan
Spring 2014	Scope environmental issues, evaluate alternatives and assess draft plan through an Environmental Impact Statement process
End of 2014	Public hearings and 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.
- **Participate** in public involvement activities such as workshops and tours.
- **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



Urban Forestry Strategic Management Plan



Totem Lake Transfer of Development Rights Study

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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

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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

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Detailed information will be posted to

www.kirklandwa.gov/kirkland2035



KIRKLAND 2035 | YOUR VOICE. YOUR VISION. YOUR FUTURE.

WELCOME TO COMMUNITY PLANNING DAY!

JUNE 8, 2013
KIRKLAND CITY HALL
10 A.M. – 2 P.M.



Stay Informed About Kirkland's Future Planning www.kirklandwa.gov/kirkland2035.
With just your email, subscribe to receive updates on the following plans (and more):

- Comprehensive Plan Update
- Transportation Master Plan
- Cross Kirkland Corridor Master Plan
- Juanita Drive Corridor Study
- Parks, Recreation & Open Space Plan
- Urban Forestry Management Plan
- Transfer of Development Management Plan
- Totem Lake Park Master Plan
- Surface Water Master Plan

FOR MORE INFORMATION AND TO RECEIVE EMAIL UPDATES,
VISIT WWW.KIRKLANDWA.GOV/KIRKLAND2035.



Thank you for joining the conversation today. Plans you will learn about and share your ideas on include:

Capital Improvement Program

The City plans for capital improvements for street infrastructure, water and sewer utility improvements, park enhancement and park land acquisition, flood mitigation and pedestrian safety. Try out a new technology tool that is an online project map. You can search current and proposed projects. If you have a project idea, submit it to us today.

Comprehensive Plan Update

The Comprehensive Plan is a vital tool for the City to manage the future growth of people living and working in Kirkland by looking forward 20 years. It's based on a community vision for the future. What's your vision for Kirkland in the year 2035? What issues should be studied with the Update?

Cross Kirkland Corridor Master Plan

This 5.75 mile Cross Kirkland Corridor has great potential to be more than a trail. The Master Plan will determine the future of the Corridor for a pedestrian and bicycle trail and a transit pathway. What do you see for the Corridor's future?

Juanita Drive Master Plan

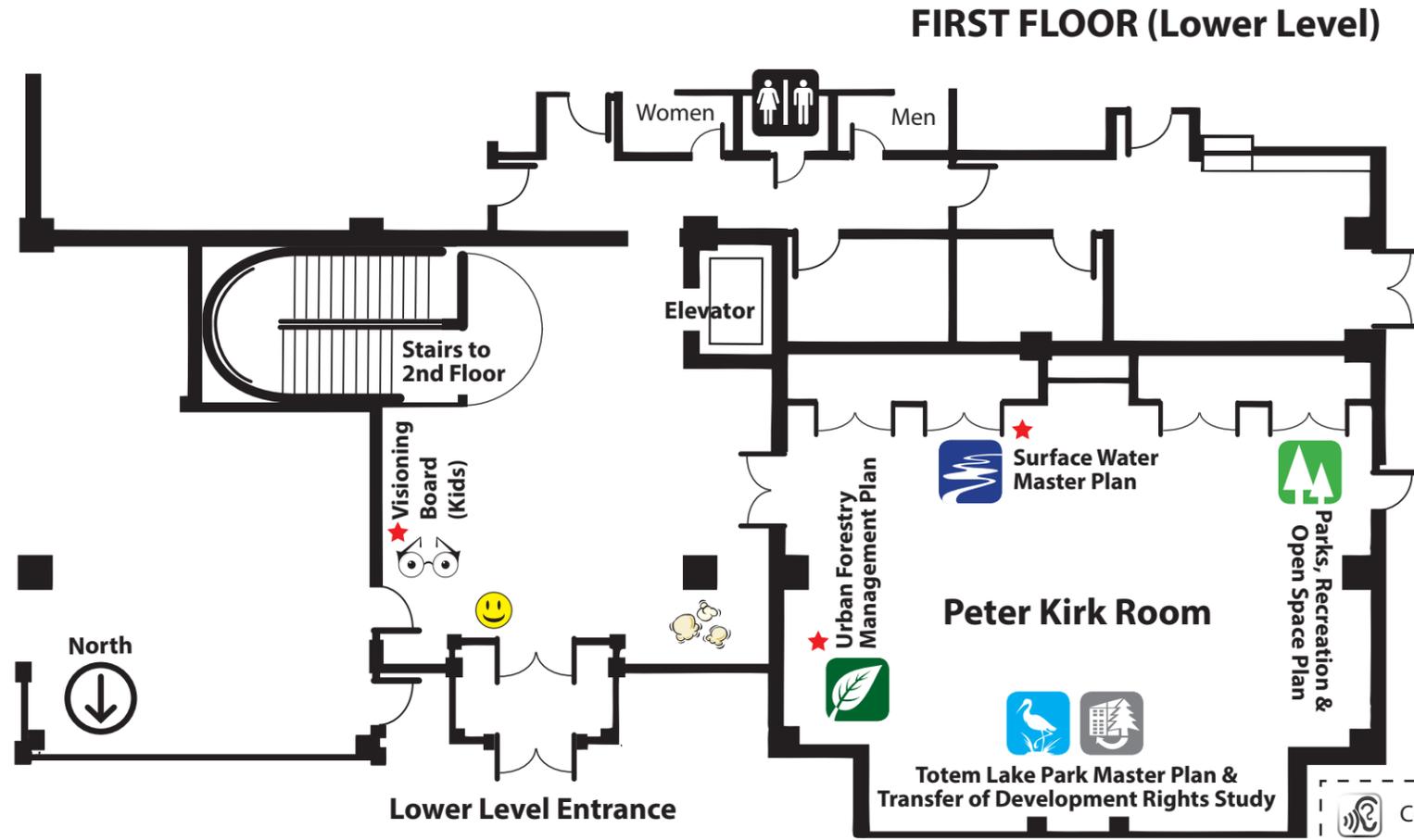
We need your input on this scenic north Kirkland corridor as we evaluate existing conditions, analyze potential safety improvements for drivers, bicyclists and pedestrians, and develop a plan for future improvements.

Parks, Recreation & Open Space Plan

Kirkland's PROS Plan establishes goals and priorities for managing the City's 550+ acres of parks and open spaces and its recreation facilities and programs. We want your ideas and suggestions for improving Kirkland's park and recreation system in four broad categories: Outdoor recreation, indoor recreation, land conservation, and connectivity of parks and pedestrian accessibility.

Totem Lake Park Master Plan

Kirkland's Totem Lake Park is a 17-acre wetland oasis in the midst of a highly urban commercial center. Share your ideas on how to improve the park for both recreational and for ecological value, how the park can better serve as an asset for the adjacent business district, and how the park can best take advantage of the nearby Cross Kirkland Corridor.



Streets Levy

In November 2012, Kirkland voters approved a permanent property tax levy to raise approximately \$2.9 million annually to fund street resurfacing, sidewalk and crosswalks to improve safety and mobility, especially around schools. Share your ideas for pedestrian safety and school walk route improvements for future Levy funding.

Surface Water Master Plan

We're working on a plan that identifies projects and programs that will support long-term progress for flood control, water quality improvement, and aquatic habitat protection and restoration. Share your concerns and suggestions on how we can manage surface water.

Transportation Master Plan

Kirkland is a bigger city with more demands on its transportation system. What should Kirkland's transportation system look like in 2035? What trends will affect Kirkland's transportation future? What are the priorities for spending limited transportation dollars? Your thoughts will become part of this important planning document.

Transfer of Development Rights Study

Totem Lake is a designated Urban Center, an area designed to support higher levels and densities of population, housing, employment and activity. Existing plans for Totem Lake support transformation of the business district and neighborhood into a vital urban center, making it a home to higher levels of new residents and jobs. We are studying the integration of regional TDR (transfer of development rights from rural and resource areas outside of the city) to the Totem Lake Urban Center. Our study will evaluate the demand and potential for increased development in Totem Lake, and study the feasibility of financing programs that come with TDR to fund amenities and improvements in Totem Lake. Learn about the study and share your thoughts about how growth might be accommodated in Totem Lake.

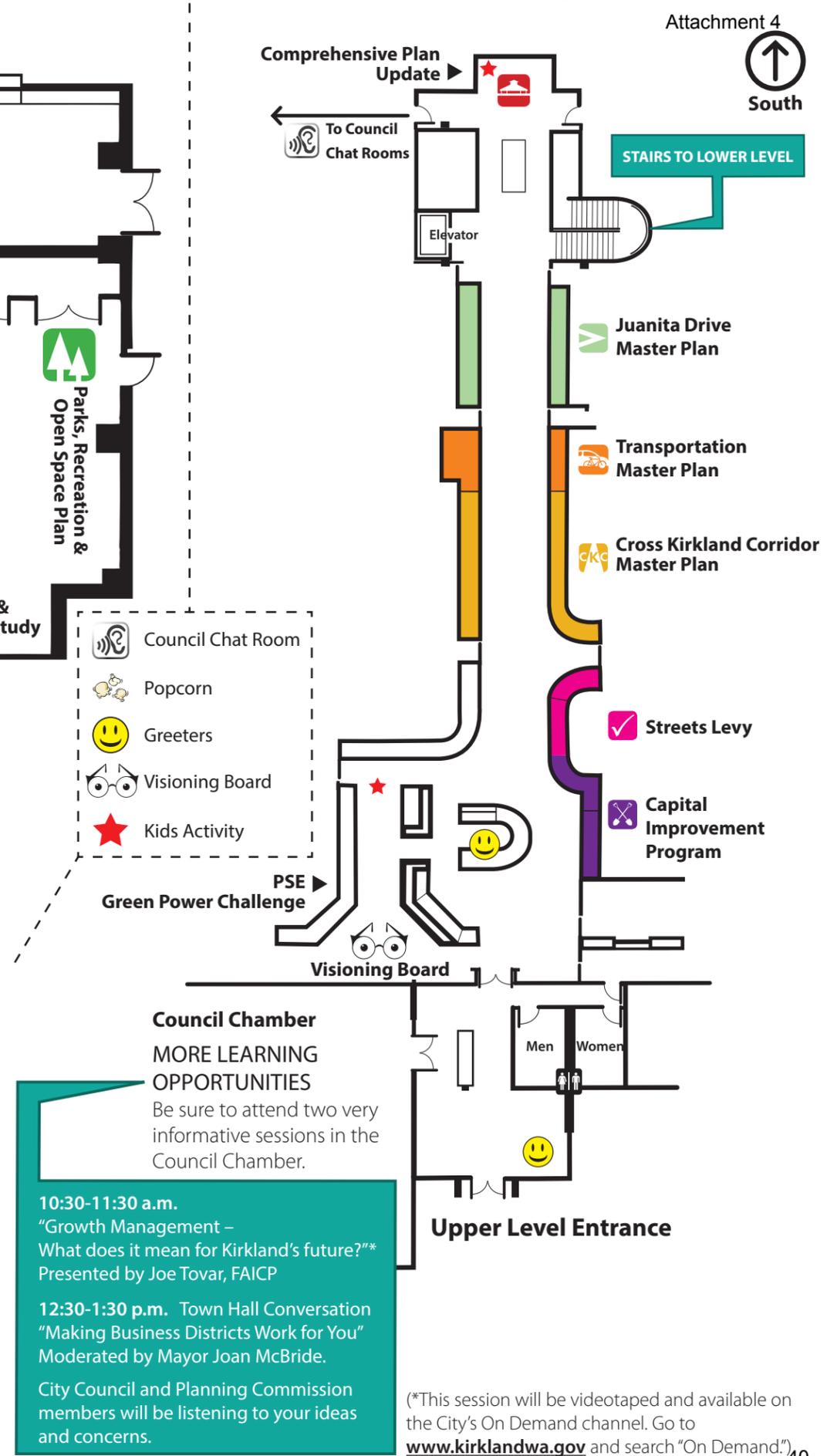
Urban Forestry Management Plan

Now that Kirkland has reached its canopy goal, how will we sustainably manage our trees over the next 20 years? Check out the draft plan and share with us your thoughts on how to efficiently and sustainably manage Kirkland's urban forest for the future.

CONNECT WITH YOUR CITY COUNCIL

City Council Members will be on hand throughout the day and available to talk with you.

SECOND FLOOR (Upper Level)



(*This session will be videotaped and available on the City's On Demand channel. Go to www.kirklandwa.gov and search "On Demand.")



June 8, 2013 Community Planning Day Citizen Comments

The following are citizen comments received at the Comprehensive Plan update and Visioning Wall stations.

Comprehensive Plan Update Station-

Share Your Thoughts Comment Cards:

- Shift terminology or “how we think” of Downtown Kirkland from a business center to more of an “Old Town” feel. Emphasis on living, dining, tourism/Marina. Our Business center, our Economic engine, our Center of Kirkland is Totem Lake Urban Center and Yarrow Bay Business District. That is where we work. ---Lisa McConnell, kirby994@frontier.com
- More detailed planning & zoning, more mixed use & better way finding needed in Totem Lake Zone. Better ped. & bike connections throughout – shortcut & interconnections. ---Susan Jensen, sjensen@triadassociates.net
- Start local area discussion group? ---Susan Jensen, sjensen@triadassociates.net
- Businesses @ Bridal Trails Shopping Center are interested in redeveloping the site – How can this be included in the new Comp Plan? --- Anonymous
- Allow for brewing in Light Industrial Zones. See Hales in Ballard, Black Raven in Redmond and accessory brew pub, Elliot Bay in Lake City Way. ---D Jean Guth, djguth@yahoo.com
- Old Albertsons – Improve pedestrian connections through property and would like to see it developed ---Anonymous
- Finn Hill – Pedestrian pathways needed to and from Juanita Dr. Beach Park ---same Anonymous as Old Albertsons comment

Mark Your Favorite Place In Kirkland Map

- Big Finn Hill Park
- Juanita Beach Park
- Juanita Village mixed use center
- Juanita Bay Park (3)
- Waverly Beach Park
- Heritage Park
- Dogs Park
- Park Lane
- Peter Kirk Pool
- Alexander Graham School
- Crestwood’s Park recreation equipment
- Forbes Lake Park
- Senior Center
- Historic Downtown
- Shoreline access trail (2)

- Phyllis Needy Park
- Tech City Bowl
- Benjamin Franklin School

Visioning Walls- What ISSUES do you hope your city focuses on as it plans for the year 2035?

- Concerns regarding gentrification and cost of housing/living on fixed incomes:
 - affordable housing
 - making sure Kirkland isn't just for the mega-rich
- Kids:
 - Metro routes to schools
 - Easy access to Ballfields & Parks
 - Daycare facility goals in urban development
 - Regulations for gambling, liquor sales, and marijuana growth & sale
 - Sidewalks to places kids go to
 - Smoking huts in designated locations
 - Heavy ticketing and enforcement on underage drinking
- Allow small stores in residential zoned areas. Like grocery stores with apartments above.
- BIKE/PED TRANSPORTATION:
 - Use the CKC as a spine for Bike/Ped Transportation and connect the rest of the city w/East-West pedestrian/biker streets – safe for people of all ages.
 - Accountability.
 - Provide Bike/Pedestrian focused throughways.
 - DRIVERS need to learn how to drive with cyclists!
 - BIKERS – Get out of the ROAD!
 - There should be a biking education class.
 - Provide bike paths separated by planting strips from traffic.
 - X-K Corridor monorail w/bike & pedestrian path below.
 - Find some way to generate revenue to fund Bike Lanes from those who ride Bikes! License? Fees?
 - Tax what you don't want, i.e. cars, traffic jams, congestion, rather than what you do want!
 - There should be a bus transportation system on Holmes Pt. that connects ppl to Kenmore P&R.
 - Converting low-rise shopping centers into more efficient (in terms of land-use) communities.

Visioning Walls- What is your BIG IDEA for Kirkland in the year 2035?

- What about Local Improvement Districts to pool sidewalk developments instead of lot by lot.
- Limit "Big Ideas" to what "small taxes" will support.
- More sidewalks.
- More mixed use developments – like Juanita Village.
- Increase intergenerational opportunities.
- Passenger ferry(ies) – Kirkland to U dist/Madrona/? & Juanita Bay!
 - That would be sweet!
 - Drop off near downtown transit/streetcars
- Personal Responsibility.
- Consolidate Pub works/Pub utility ops with neighboring small cities & districts.
 - Agree with this idea!
- Pedestrians need far more attention at cross walks. And on any sidewalk. Cut back all vegetation to sidewalk width.
- More playgrounds

Town Hall Conversation -Ideas for "Making Business Districts Work for You"

- Accessible to neighborhood – by foot, bike, auto
- Mix of businesses that meet needs of neighborhood so don't need to travel to get services
- Pedestrian access
- Parking is adequate
- Coalesce Totem Lake micro-businesses
- Daycare facilities – parents have to drive to get to school/daycare – need daycare where people work
- Historical district – maintain character of Kirkland by keeping historic buildings
- Parking or transportation system to accommodate transit
- Ensure compatibility of neighborhood business design with neighborhoods adjacent
- Local shuttle between business districts to cut down on traffic
- Green spaces in business districts to eat, walk
- Light rail on Kirkland Corridor (priority)
- Space to relax, sit, meet
- Totem Lake (the Lake) as a visible attraction
- Village character – some streets with no cars, just for walking
- Commitment to public gathering spaces – events, place to connect
- View corridors to natural habitat
- Trolley (like South Lake Union & Portland)
- Juanita Village is good model
- Connect to nearby parks – flow

Town Hall Conversation - Mixed Use

- Mixed-use not always compatible with neighborhood or business district that is there
- Each business district has a unique character
- Don't be too rigid on ground floor commercial – more flexibility about what can go there
- Size of some mixed-use is a concern
- What kind of housing will be needed to accommodate growth? Affordability.
- Mixed-use should have transit incorporated to be successful – include along corridor
- Don't want a whole neighborhood of mixed-use – need variety to create character
- Mixed-use built before recession are not full but may be more successful as economy improves
- More flexibility on ground floor uses
- Each neighborhood has unique needs – mixed-use developments are still in a neighborhood
- Transit needed
- Parking with mixed-use – shared uses between commercial & residential
- Parking needs to be adequate
- Businesses serve neighbors and visitors
- Last trolley didn't work
- Park & Ride creates traffic
- Transit oriented development works
- "Live above work" – e.g. artist studio w/housing on top
- Housing units need to be affordable and accessible to people with all special needs
- Need open spaces in between and nearby mixed-use
- Mixed-use can be designed in a variety of ways e.g. not just small business below
- There are limited number of businesses that want to go into small ground floor spaces
- What fits Kirkland today? May not be same as in the past

Town Hall Conversation - What should business district do to accommodate growth?

- Assume fossil fuel will not always be available
- Have larger destinations (theater, Home Depot) in Kirkland and clustered
- Separate people from motorized vehicles (more pedestrian-oriented facilities)

- Totem Lake would become a wellness mall – includes assisted living residential
- Small hardware store back!
- Housing for middle class – need affordable
- Support smaller businesses
- Totem Lake to develop like a European village
- Kirkland as a destination city for tourism (not just in summer)
- Put character in building design - more interesting architecture – e.g. gargoyles
- Fred Meyer has a hardware store one-stop shopping
- People who are over 60 need light – LEED (green building) doesn't encourage enough lighting
- Need designated smoking places
- Multi-family will be needed to accommodate growth – it needs to go into business districts because they won't fit in neighborhoods
- Why do we have to have 8,000 new households?
- Where are 20,000 jobs going? (large employers?)
- Find a way to piggyback on winery traffic
- Housing – innovative ways to do (not just Multi-family or Single-family) – ADU's (affordable dwelling unit), duplex/triplex, infill, redevelopment
- Need office space (large campuses) to attract large businesses
- Be cautious with infill development in neighborhoods - if too close, ruins single family home. Minimum set-backs
- Character of neighborhood is what makes Kirkland unique
- Be cautious with speculators from outside Kirkland
- Keep in mind larger Puget Sound businesses – Kirkland as incubator for small startups
- Traffic jams are a problem
- Lots of potential in Kingsgate area - mixed-use would be good option – offices, gathering spaces, apartment homes, but fit in with neighborhood
- Plan more community centers (places where people can meet without having to pay)
- Indoor community meeting places
- Kirkland is cut in half by freeway and traffic – need to connect Kirkland to Kirkland across freeway
- Need transportation to get people around Kirkland (trolley, streetcar)
- Totem Lake used to have all the right elements when it first opened – what went wrong – know what that is before we fix it.

Town Hall Conversation – Themes

- Character
- Compatible
- Flexible
- Connection
- Transportation
- Historic
- Gathering
- All weather
- Health
- Safety
- Architecture
- Accessibility
- Friendly
- Kirkland has many successes, things that work well.