



## CITY OF KIRKLAND

PLANNING AND BUILDING DEPARTMENT

123 5TH AVENUE, KIRKLAND, WA 98033

425.587.3600 - [www.kirklandwa.gov](http://www.kirklandwa.gov)

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### MEMORANDUM

**DATE:** April 13, 2018

**To:** Houghton Community Council

**FROM:** Adam Weinstein, AICP, Deputy Planning Director

**SUBJECT:** Communications Strategy

At the Houghton Community Council's monthly meeting on February 26, 2018, the Council asked staff for an opportunity to discuss a communications strategy at an upcoming meeting. The overarching objective, at least as briefly discussed at the February 26 meeting, would be to more effectively publicize the work undertaken by the Houghton Community Council in helping achieve community objectives related to affordable housing, the environment, and good planning.

At the April 23, 2018 meeting, staff recommends the Houghton Community Council discuss ways in which it could communicate its mission and decision-making process to the public. Any communication strategy should take into account the following principles:

- Avoiding conflicts of interest.
- Advocating on behalf of the overall Houghton Community Council when acting in an official capacity.
- The Houghton Community Council's current mission, which relates primarily to approval of land use policies and regulations and other legislative matters and conservation/development activities that affect the Council's service area.

In addition, staff resources dedicated to assisting the Houghton Community Council in undertaking public communications must be negligible, based on existing City policy.

Questions that could be discussed by the Houghton Community Council on April 23 include:

- What types of projects/decision-making does the Community Council want to communicate to the public?
- What would be the best vehicle for this this communication (press releases, calls to reporters, etc.)?
- Is there any information staff could bring back to the Community Council that would help shape a communications strategy?