



CITY OF KIRKLAND

City Manager's Office

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MEMORANDUM

To: Kirkland Transportation Commission

From: Marie Stake, Communications Program Manager
Kari Page, Neighborhood Services Coordinator

Date: June 11, 2010

Subject: Eastside Rail Corridor Update: Public Participation Opportunities & Draft Comment Card Questions and Informational Sheet

Background

The purpose of this memo is to present the short term outreach materials for feedback from the Commission and to address long term outreach strategies. On June 1, the City Council unanimously approved the Public Participation Process and Timeline (Attachment A) and the Involvement Techniques/Levels of Participation (Attachment B).

Upcoming Outreach

As a means to inform interested stakeholders and the general public regarding the City's efforts to develop an Interest Statement about the future development of the Eastside Rail Corridor, it is recommended that outreach and education be conducted over the summer months (Inform & Involve Levels).

Enclosed for the Commission's consideration, review and edit are:

1. Draft Informational Handout (Attachment C)
2. Draft article of City Update newsletter (Attachment D)
3. Public outreach opportunities for the Commission to be involved with (Attachment E)
4. Draft questions for the comment cards to be available at the public outreach events

Draft Informational Handout (Attachment C)

The draft informational handout is intended to provide general background about the corridor, to describe Kirkland's efforts to develop an Interest Statement and to direct readers to the City's website (www.ci.kirkland.wa.us/eastsiderailcorridor). Staff will work toward making the handout less technical and more engaging about the City's public participation efforts.

Draft City Update newsletter (Attachment D)

Enclosed is the draft article for the 2nd Quarter 2010 issue of City Update, the City's official newsletter. The newsletter will be published online only (www.ci.kirkland.wa.us/cityupdate). There are more than 750 subscribers to the City Update webpage that receive an email when a new edition is posted. Subscribers (850+) to

the Neighborhood EBulletin also receive notice when City Update is posted online. Additionally, neighborhood leaders are notified and in turn notify hundreds of residents through their own distribution methods.

Techniques & Calendar (Attachment E)

The enclosed proposed calendar identifies many community events that lend themselves to the opportunity to have informational handouts, displays and a comment card. Staff would appreciate any feedback from the Commission about other information to be available at these events and which Commissioners may be interested in supporting the informational booths at these events. Staff will follow up with the Commission on whether booth space can be provided to the City.

Suggested Questions for the Comment Card

The comment card is intended to obtain general thoughts and observations about the Corridor. The comment card should be brief. Data from the comment cards cannot be considered statistically valid. Staff can explore with the City's IT Department about developing an online version of the comment card that would be available on the city's website.

The following proposed questions are presented for the Commission's consideration. Additional suggested questions are welcomed.

- Stakeholder status:
 - Live/work along corridor
 - Live/work near corridor
 - Special interest group member
 - Which group
- Interests in corridor
 - Short term
 - Ex: In the next 3-5 years, I'd like to see the corridor have _____
 - Long term
 - Ex: In the next 5-10 years, I'd like to see the
 - Ex: in the year 2020, I'd like to see the corridor have
- Issues with corridor development
 - #1 issue the corridor should address
 - #2 issue the corridor should address
 - #3 issue the corridor should address
- Benefits/Impacts
 - What benefits would a trail bring to the neighborhood? Kirkland community? East King County region?
 - What negative impacts would a trail bring to the neighborhood? Kirkland community? East King County region?
 - How should the impacts be mitigated?
 - What benefits would rail bring neighborhood? Kirkland community? East King County region?

- What negative impacts would rail bring neighborhood? Kirkland community? East King County region?
 - How should the impacts be mitigated?

Longer Term Outreach

Some "Consult" and "Involve" techniques presented in Attachment B are proposed to be conducted later rather than sooner. Some techniques have a cost associated with them.

Statistical Survey

At its May meeting, the Commission expressed interest in conducting a statistically valid survey in the long term. The process would require hiring a qualified research firm that, based upon the City's experience with its community survey, may need 2 to 3 months to complete its work.

Every two years the City hires a company to conduct a random telephone survey to gauge citizen opinions about city service priorities and performance, involvement with the City and priorities for the future. The cost of the 2010 survey was \$27,000. Over 400 households were randomly contacted by telephone. The survey included 30 questions. There is currently no funding available or identified to support the cost of this type of survey.

Respondents are contacted via land lines. There was concern in the 2010 survey that the respondent demographics were almost identical to the 2008 respondents meaning that it's possible the same citizens were contacted to be interviewed.

It is anticipated that the Commission, Public Works staff and the facilitation staff would help the consultant develop the questions. It's further anticipated that the City Council would review and approve the questions.

For future consideration, the Commission may want to consider how to gauge the interests of property and business owners located adjacent to the corridor. Staff could present ideas on how to achieve this.

Focus Groups

Focus groups are small-group facilitated discussions used to gauge public opinion. They involve a carefully selected group of individuals in which a trained facilitator explores attitudes in depth about a particular issue or project.

A professional public involvement firm could be hired to conduct the discussions. Based upon previous city experience using focus groups for the 2009-2010 Budget, this process may take 1 to 2 months to complete. The cost of the Budget Focus Group was approximately \$12,000. There is currently no funding available or identified to support the cost of conducting focus groups.

It is anticipated that a representative sample of the stakeholders (decision makers, corridor property & business owners, special interest groups, city representatives and the general public) would participate.

Use of Video as Outreach

Video of the Corridor

The Commission is interested in creating a video of the corridor that could be viewed at different playback speeds. In speaking with the City's videographer, answers to the following will help develop a scope and cost of the intended video:

- *Who is the audience of the video?*
- *What will the video convey?*
- *How will it be used?*
- *What views are desired? (Looking forward, back, sides?)*
- *Does the video cover only the portion of the corridor in Kirkland?*

The production and editing of the video may take 2 to 3 months due to limited resources. There is currently no funding available or identified to support the cost of creating a video. It is possible that the City explore joint costs with other agencies interested in the corridor.

Video of Special Presentations at Commission Meetings

As an educational tool, the Commission may want to consider enlisting the City's Multimedia Services' Videographer to record special presentations related to the Eastside Rail Corridor and post the video segments to the City's website. There is a cost associated with the Videographer's time.

Tour/Field Trip, Open Space Meeting and World Cafe

These techniques would be planned by staff in consultation with the Commission and can be discussed at future Commission meetings.

Please contact Marie Stake, Communications Program Manager at 425-587-3021 or mstake@ci.kirkland.wa.us or Kari Page, Neighborhood Outreach Coordinator at 425-587-3011 or kpage@ci.kirkland.wa.us with any questions.

Attachments:

- A: Public Participation Process & Timeline
- B: Involvement Techniques/Levels of Participation
- C: Eastside Rail Corridor informational handout (draft)
- D: City Update newsletter article (draft)
- E: Public participation calendar (draft)