



## **MEMORANDUM**

**To:** Kirkland Transportation Commission

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

**Date:** January 20, 2011

**Subject:** Eastside Rail Corridor Draft Interest Statement: Proposed Public Outreach

### **Purpose**

This memo suggests ways to present the Transportation Commission's draft Interest Statement on the Eastside Rail Corridor to stakeholders, interested parties and community residents and businesses to ensure the Statement reflects the ideals and goals of the Kirkland community about the future development of the Corridor.

### **Recommendation**

It is recommended that the Transportation Commission consider the development of a non-scientific and/or scientifically valid survey that would gauge the level of support for each statement within draft Interest Statement or seek feedback from interested stakeholders about the draft Interest Statement by hosting a workshop.

### **Brief Background**

Earlier this year, the Transportation Commission and City Council approved an outreach plan to gather input from interested stakeholders and the general public about the future development of the Eastside Rail Corridor (ERC). In the summer months, public outreach was conducted to gather opinions about the short term and long term goals of the future development of the Corridor. General public input was gathered from comment cards and an online questionnaire. Additionally, a questionnaire was mailed to businesses located along the corridor. Based upon the public input received, the Transportation Commission drafted an Interest Statement which was presented to the City Council on January 18, 2011.

The approved process/timeline for public involvement and interest statement development (Attachment A) calls for the Transportation Commission to receive public comment on the draft Interest Statement.

### **Proposed Ways to Receive Public Comment on the Draft Interest Statement**

The Commission is asked to direct staff as to its preference on how the Commission would like to obtain feedback on the draft Interest Statement so that it will gain a sense of whether the draft document accurately reflects the community's goals of the future development of the Corridor.

The two methods being proposed are (1) nonscientific and/or scientific survey and (2) Stakeholder Workshop

1. **Survey:** Although very informative, the public participation techniques (comment cards and online survey) used to date reflect only the views of those who choose to respond. These techniques by no means have been scientifically valid. The Commission is asked to consider whether to conduct another survey – either a scientifically valid one or another unscientific one.

#### Statistically valid survey

A survey could be developed and made available online to obtain general input on the draft Interest Statement. However, staff is recommending a more comprehensive and valid survey approach to compliment this “self selection” method. The method would be based on scientific sampling, data collection, and analysis.

A consultant would need to be hired to advise staff on the survey instrument (questions and answer choices) and to implement the scientifically valid survey. The purpose of the survey would test whether the draft Interest Statement accurately reflects the goals of the Kirkland residents and businesses.

Conducting a scientific survey was listed in the public participation plan (Attachment B) as a technique to “consult” with the public. It was recommended to be conducted later in the process.

The statistically valid survey would provide a more objective measure of public opinion and result in a higher level of confidence for the final product, however, there is currently no funding identified or available to fund a scientific survey..

#### Non-scientific survey

A non-scientific survey could be developed and made available online and in printed form. The survey could be made available at City buildings, events, and presented at meetings. Another way to conduct the non-scientific survey would be to use automated polling devices.

Automated polling devices (aka pulse pads) are hand held devices that attendees use to cast their votes/answers to a question. The results are automatically and anonymously tallied and displayed. The City has often used these devices which are available free of charge from the Association of Washington Cities.

The non-scientific survey would provide a wider range of stakeholder opinions than conducting a stakeholder briefing described in the next section.

If the Commission chooses to conduct a non-scientific survey, the following communications tools will be used to encourage interested stakeholders to complete the survey:

- Update Eastside Rail Corridor webpage
- List Serv Announcements
  - Eastside Rail Corridor subscribers

- Neighborhood News subscribers
- News Room subscribers
- Annexation subscribers
- News Release
- Currently Kirkland TV program
- Mailing to ERC businesses who responded to our initial business

#### Survey Timeline

If the Commission prefers to conduct a scientific opinion survey, the request for proposal process will most likely take 3-4 weeks. The final results may take an additional 2-3 weeks.

If the Commission prefers the printed/online approach, the survey could be made available in 2 weeks. It is recommended that all respondents complete the survey by the end of February, 2011. It may be possible to present preliminary results to the Commission at its February 23 meeting.

#### Sample survey question

The format of the following sample question would allow a survey respondent to give his/her opinion on each of the 13 interests listed in the draft Statement.

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**EXAMPLE**

*Serve transportation needs of Kirkland*

*Transportation on the Corridor should be integrated with and support the City's transportation goals to provide travel options within Kirkland and to points outside of Kirkland. This implies an interest in how and when the Corridor is developed in other cities as well.*

Which best describes your opinion about the above interest:

- Strongly agree
- Agree
- Somewhat agree
- Somewhat disagree
- Disagree
- Strongly disagree
- Don't know

2. **Stakeholder Workshop:** A second way to gauge whether the draft Interest Statement accurately reflects the stakeholders' opinions is to engage a select group of stakeholders who have been active in the City's outreach efforts. This could involve inviting representatives from the various advocacy groups, neighborhood association leaders, and the original stakeholders who were interviewed by staff for the purpose of hearing their thoughts on the draft Statement.

This would not be scientific but would provide an opportunity for the various stakeholders to come together, discuss and provide input on the draft Interest Statement. Perhaps this could be done at one of the Transportation Commission meetings so as to involve the Commission directly in the discussion.

If the Commission chooses to conduct a stakeholder workshop, staff will coordinate invitations and meeting logistics.

### **City Advisory Boards**

Whether the Commission chooses to conduct a survey or a stakeholder briefing, it is recommended that the draft Interest Statement be presented for comment to the Houghton Community Council, Planning Commission and Park Board. The non-scientific survey could be used to receive feedback from these advisory boards and would allow for consistency.

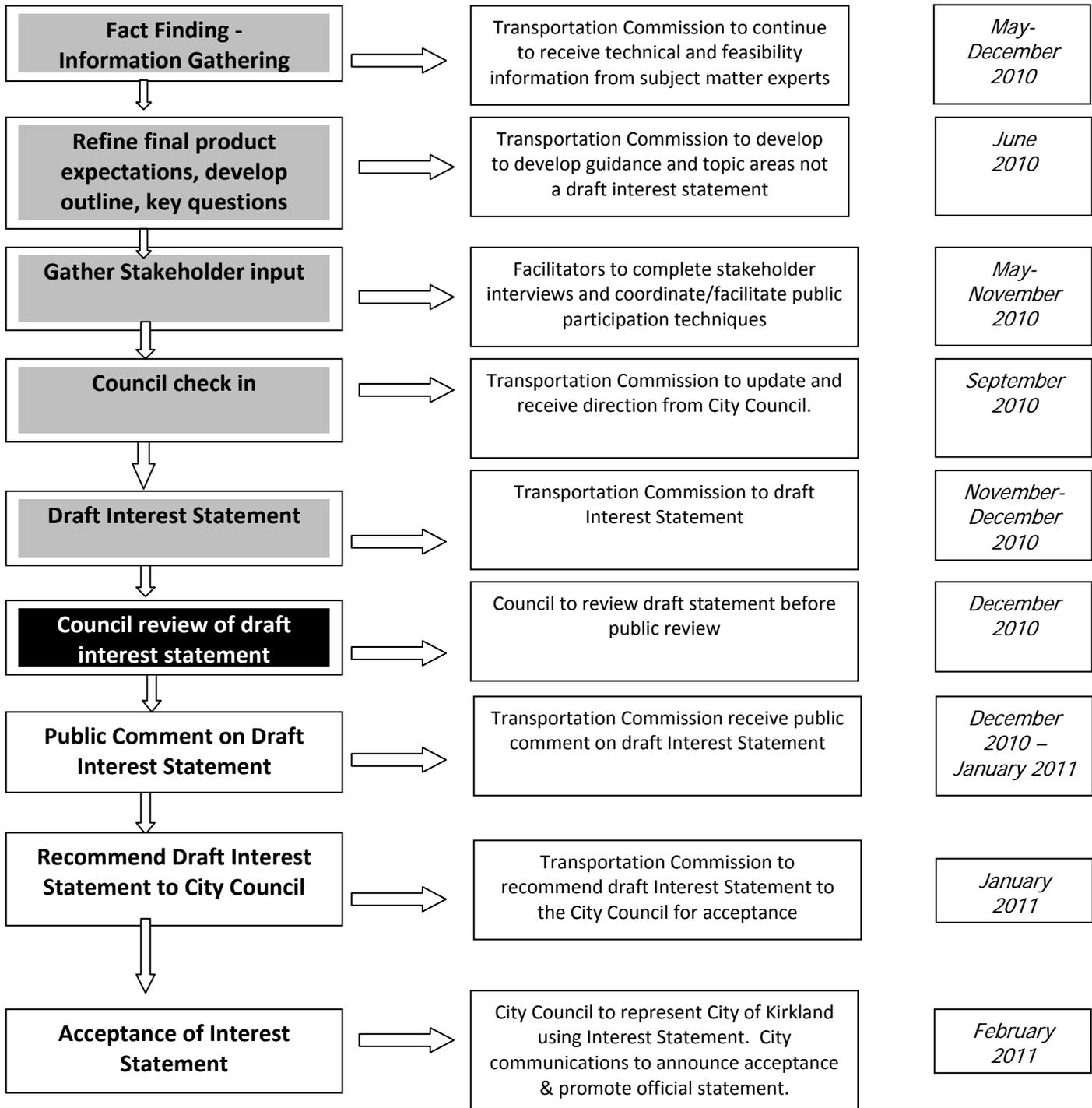
### **Conclusion**

Public participation staff seek direction from the Commission as to whether it prefers to conduct a scientific or non-scientific survey and/or whether it prefers to host a stakeholders workshop as ways to gauge the level of support for draft Eastside Rail Corridor Interest Statement. A scientific survey would net results from a random statistically valid sample of stakeholder but would take longer to conduct and incur some cost. A non-scientific survey would result in data from a very broad range of stakeholders but could be made available in a short period of time, with only impacts to staff time.

Attachment A: Timeline

Attachment B: Public Participation Plan

**Attachment A** Process/Timeline for public involvement and interest statement development approved by City Council, June 2010. Tasks in gray boxes have been completed, black box represents current step.



**Attachment B: Involvement techniques proposed for various participation levels**

Level of Participation	Proposed Techniques	Description	Stakeholders to Engage
Inform	<ol style="list-style-type: none"> <li>1. Webpage (exists)</li> <li>2. Fact Sheet</li> <li>3. List Serv (exists)</li> <li>4. City newsletter</li> <li>5. Video tour</li> </ol>	<ol style="list-style-type: none"> <li>1. <a href="http://www.ci.kirkland.wa.us/depart/Public_Works/Transportation_Streets/Eastside_Rail_Corridor">www.ci.kirkland.wa.us/depart/Public_Works/Transportation_Streets/Eastside_Rail_Corridor</a></li> <li>2. To be created for public distribution</li> <li>3. Email updates sent to subscribers (30 current subscribers)</li> <li>4. Published quarterly, 1 printed, 4 online (March, June, September, December)</li> <li>5. Video of the corridor that could be viewed at different playback speeds</li> </ol>	<ol style="list-style-type: none"> <li>1-5. All stakeholders</li> </ol>
Consult	<ol style="list-style-type: none"> <li>1. Survey (statistically valid)</li> <li>2. Comment Card (not statistically valid)</li> <li>3. Focus Group</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop a statistically valid survey with help from consultant.* Not a technique to be used until perhaps later in the process.</li> <li>2. Have comment cards available at public facilities and community &amp; special events (e.g. Farmers Markets) Comment cards can also be web-based</li> <li>3. Work with trained facilitator with representatives of all stakeholder groups.*</li> </ol>	<ol style="list-style-type: none"> <li>1. General public</li> <li>2. Corridor property &amp; business owners + general public</li> <li>3. Representative sample of all stakeholders</li> </ol>
Involve	<ol style="list-style-type: none"> <li>1. Tour/Field Trip</li> <li>2. Open Space Meeting</li> <li>3. World Café</li> </ol>	<ol style="list-style-type: none"> <li>1. On-site informational meeting/tour</li> <li>2. Self-directed meeting, break out groups, address issues &amp; concerns of a large group</li> <li>3. A meeting process featuring a series of simultaneous conversations in response to predetermined questions.</li> </ol>	<ol style="list-style-type: none"> <li>1. Available to all</li> <li>2. Special interest groups</li> <li>3. Available to all</li> </ol>

\*Costs associated with hiring a survey and public involvement firm