



CITY OF KIRKLAND
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MEMORANDUM

To: Kurt Triplett, City Manager

From: David Barnes, Senior Planner
Adam Weinstein, Planning and Building Director

Date: January 24, 2020

Subject: Sustainability Master Plan

Recommendation

Review the overall structure of the Sustainability Master Plan (see Attachment 1), and the format and design of one of the Plan's topical focus areas titled Sustainable Materials Management (see Attachment 2). Staff is also looking for feedback on the public outreach (see Attachment 3) that has been conducted, including whether it has been sufficient, and thoughts on top action steps that were the result of engaging the community (see Attachment 4).

Background

In January 2019, the City embarked on the development of a Sustainability Master Plan, which is included in the 2019-2020 City Work Program and is identified as a 2019 project in the Planning Work Program. In the preliminary scoping process, staff received feedback from Council which helped inform the content and format of the draft plan. A Sustainability Master Plan is discussed in the Environment Element of the City's Comprehensive Plan, and is intended to identify best practices that allow Kirkland's many sustainability strategies to be implemented and measured and, if needed, adjusted to achieve a livable and sustainable community.

Because sustainability is a major principle and governing value in the Comprehensive Plan, sustainability concerns and objectives are integrated into many major City policy and functional plans, including: the Urban Forestry Strategic Plan, Stormwater Master Plan, Transportation Master Plan, Natural Resource Management Plan, Surface Water Master Plan, Park, Recreation, and Open Space Plan (PROS), Shoreline Master Plan, and the Climate Protection Action Plan. A major objective of the Sustainability Master Plan is to better coordinate these disparate sustainability efforts.

Guiding Principles for Sustainability Master Plan

The following guiding principles were developed by staff based on community feedback. They were presented on March 1, 2019 at the Council retreat, and staff revised them based on Council feedback. They have been instrumental in the plan's development.

- 1. The Master Plan should be informed by meaningful and broad-based public outreach that encompasses diverse members of the community, ranging from*

residents, to business owners, to environmental groups, and the development community.

Staff Response: The public outreach effort used the TREK framework, which by design includes robust public outreach and involvement (see Attachment 3 for additional detail about the public outreach effort, which encompassed a diverse set of interest groups and individuals ranging from Neighborhood Associations to the Business Roundtable).

- 2. The Master Plan should encompass both government and community operations.*

Staff Response: The content and organization of the plan (see Attachment 1) includes Focus Areas, and corresponding elements that address both government and community operations. In addition, one of the focus areas (Sustainable Governance) specifically addresses government operations.

- 3. Instead of creating new aspirational sustainability goals, the Master Plan should more effectively coordinate and integrate the ones we already have, and reduce redundancy in our various sustainability efforts.*

Staff Response: Goals and Actions have come from both public outreach and internal outreach to subject matter experts on City staff. The goals and actions that will be presented in a future review of the Master Plan are underpinned by existing policy support from the Comprehensive Plan and other City-adopted plans.

- 4. The Master Plan should be a concise, graphically-oriented, usable document, that can be a useful handbook for both City staff and the community to guide our sustainability efforts.*

Staff Response: The Master Plan comprises approximately 40 pages of text and is written to be easily digestible to City Staff and community members. The Sustainable Material Management Focus Area has been provided as an example of the structure of one of the eight focus areas (see Attachment 2). Graphics are used to illustrate the data to reduce reliance on text as a means of communication.

- 5. The Master Plan should include a strong implementation strategy/program so that the plan doesn't languish on a bookshelf.*

Staff Response: The actions related to achieving the plans goals have been created (see Attachment 2). Staff is still working on the implementation design layout now, and welcomes any suggestions that Council would find useful

Public Outreach

At the direction of the Assistant City Manager, staff utilized the Themed Resident Engagement Kirkland (TREK) framework to craft the strategy and techniques to collect public feedback on action steps that could be incorporated into the structure of a draft Sustainability Master Plan. The implementation of the engagement plan was coordinated with various staff in the City Manager's Office, Planning & Building Department, Public Works Department, and Parks & Community Services Department. The TREK system relies heavily upon the methodology of the International Association of Public Participation (IAP2), a robust framework used internationally for civic engagement in support of sustainable decisions, as well as other sources. Staff refer to feedback-collecting TREKs such as the Sustainability Master Plan effort as "civic conversations".

Due to the breadth of topics covered by the Sustainability Master Plan, staff determined that the most effective approach to collecting feedback would be through in-person techniques, including community meetings, focus groups, and an environmental technical advisory group (ETAG) comprising 4 community members, several of which belong to the Sierra Club and all of which are current members of People for Climate Change - Kirkland.

Early in the civic conversation, staff used a survey to collect feedback on priorities for the preliminary categories of the draft Sustainability Master Plan. Staff collected 139 surveys, both in paper form at neighborhood meetings as well as online. Staff used the feedback from the survey to further refine the structure of the plan and to help design the Sustainability Forum that occurred on June 22, 2019. After analyzing the written feedback from the community concerning the Master Plan's goals and action steps, it became clear that the City already has initiatives or programs that the community did not know existed. Therefore, staff has taken this feedback as an opportunity call out existing programs or initiatives directly into the Master Plan. This will serve as a communication piece and help the community understand why some action ideas from public outreach may have not made it into the Plan's implementation section.

Attachment 4 has been provided to illustrate the diverse ideas generated by the community about actions the City could take in developing the Sustainability Master Plan. Some of the community's ideas are bold because the outreach effort was designed to capture all ideas, even those that might ultimately be deemed infeasible. Staff has already shared these ideas with internal subject matter experts to understand if they are feasible to consider and should be integrated into the body of the Master Plan, or if they should simply be part of the captured feedback and documented as part of the Master Plan's appendices. To make this process clear to the community, the implementation section will also explain how and why we incorporated some action ideas for inclusion in the Master Plan while rejecting others as not currently suitable or feasible.

Staff utilized four primary methods of in-person techniques to collect feedback and seven methods of digital outreach to raise awareness about this civic conversation, detailed in Tables 1 and 2 in Attachment 3. Beyond the specifics listed below, staff promoted the civic conversation through the City's Inclusion Network, Kirkland Youth Council and a community youth program called Sustainability Ambassadors.

Internal Outreach

In September 2019, staff presented the top action steps from the community from the Sustainability Forum to Kirkland Directors, and asked this group about which of their internal subject matter experts (SME's) and decision makers should be consulted in the development of the plan. The Directors confirmed their choices and staff has worked closely with these SME's to further develop the Master Plan.

Over the last six months, staff has engaged subject matter experts in Public Works (Transportation, Solid Waste, Surface Water), Parks (including Green Kirkland Partnership, Human Services), Planning and Building, Fire (including Emergency Management) and Police Department, Finance (including Purchasing), IT, Human Resources, and the Capital Improvement Program. The SME's were critical to understand what areas they work on, to determine what goals and action steps could best be put in the Sustainability Master Plan, and to understand what community ideas could be woven into the draft plan. To further internalize sustainability into city operations, departmental decision makers were also consulted to understand how they make decisions. Staff will be including a section in the Master Plan that outlines how the city can make more sustainable decisions in the future draft version of the Master Plan.

Next Steps

Staff will use Council feedback and come back to future study sessions over the next few months to present digestible pieces of the draft of the Sustainability Master Plan for review.

Attachments

1. Plan Organization
2. Sustainable Materials Management Focus Area
3. Public Outreach Tables
4. Top Community Action ideas from Forum held June 22, 2019

1. Executive Summary

2. Introduction

- What and why are we doing this
- Defining Sustainability and what is a Sustainable Kirkland
- What does a sustainable Kirkland look like?
- Sustainability Themes
- Environment, Social Equity, Economy

3. Focus Areas

The Focus Areas are where the actions and goals of the plan live. These goals and actions are sorted into eight different Focus Areas, each with 2-8 different Elements.

- **Energy Supply and Emissions:** This focus area describes how the city will reduce its Community Greenhouse Gas Emissions with goals around Carbon Free Electricity, Community Solar Installations, reducing use of Pipeline (Natural) Gas, and increasing infrastructure for Electric Vehicles.
- **Buildings and Infrastructure:** This Focus Area describes how the city will reduce community energy usage and water usage in existing buildings, while increasing the level of efficiency required of new development.
- **Land Use and Transportation:** This Focus Area describes how the city will increase 10 Minute Neighborhoods and Transit-Oriented Development through Smart Growth principles and increasing the availability and ease of multimodal transit.
- **Sustainable Business:** This Focus Area describes how the city will encourage local businesses to adopt green business practices and increase economic diversity.
- **Sustainable Materials Management:** This Focus Area describes how the city will reach its Waste Reduction and Compositing goals which encouraging product stewardship in the community.
- **Natural Environment and Ecosystems:** This Focus Area describes how the city will support healthy urban waterways and the conservation and stewardship of land, while increasing access to parks and open space and maintaining the tree canopy
- **Healthy Community:** This Focus Area describes how the city will be welcoming and inclusive in its support of sustainable food system and access to water, while increasing programs for human services, community safety, attainable housing, and recreation and wellness.
- **Sustainable Governance:** This Focus Area describes how the city will increase the sustainability of its own city operations and financial stewardship, while increasing civic engagement and community resilience.

4. Policy

This section will detail how the goals and actions of the Sustainability Master Plan are supported by policy in existing city planning documents

5. Implementation

This section will give the top action items of the plan recommended by community and describe how actions will be weighted for implementation priority

6. Appendixes

There will be appendixes about community outreach and the full list for of actions for implementation

How to Read This Plan:

This plan is designed to be intuitive to read and is meant to educate the reader not only on what the city plans on doing to address sustainability in the future, but also what the city has done in the past, and why it has chosen to address sustainability in these ways.

SUSTAINABLE MATERIALS MANAGEMENT



Icon of Focus Area

The color is unique for each Focus Area, This color is for this Focus area is 'Recycling Blue'

Title of Focus Area

Sustainable materials management is a systemic approach to using and reusing materials more productively over their entire life cycles. Sustainable materials management takes a cradle-to-grave, holistic approach that considers opportunities to make products more durable, recyclable, and less resource-use intensive over a complete lifecycle beginning at design and production, through use and reuse, and at the end-of-life through recovery and recycling.

Description of what the Focus Area is

0. Material Management and Sustainability...

Sustainable Materials Management considers the entire life cycle of how we use materials, and their end of life. The ultimate goal is to achieve **Zero Waste of Resources**. Waste management goals have historically focused on recycling efforts but we now know that just recycling is not the answer. Although many may think that switching to compostable or recyclable versions of single use products will be better for the environment, research shows that not to be the case. Environmental impacts are truly lessened by avoiding unnecessary single use items and prioritizing reusable options.

programs and offerings. This is done through a variety of recycling programs, like special recycling collection events for expanded polystyrene foam or free battery recycling drop offs, and education campaigns, like promoting participation in food scrap composting. The City aims to reduce the impacts of our residents' and business' waste on the environment

We look to achieve these goals through work on **Three Elements** of this Focus Area

- 1. Waste Reduction
- 2. Recycling and Composting
- 3. Product Stewardship

List of all the Elements of the Focus Area

Description of how the Focus Area is related to sustainability

The City of Kirkland is an active participant in regional waste reduction and recycling efforts, and works to continually innovate and improve



SUSTAINABLE MATERIAL MGMT. FOCUS AREA ELEMENTS

1. Waste Reduction

What is it? Waste reduction is the practice of creating less waste through preventing waste generation and changing consumption patterns to avoid the resources needed for recycling or disposal.

Food waste reduction is an important focus within reducing waste. Food waste reduction prioritizes first reducing wasted food at the source, then feeding hungry people, then feeding animals, and then composting.

How do we measure it? **Waste generation** is the total amount of materials disposed of as trash and materials recycled or composted whereas **waste disposal** is only the amount of material disposed of as trash. These numbers are significant because they indicate overall

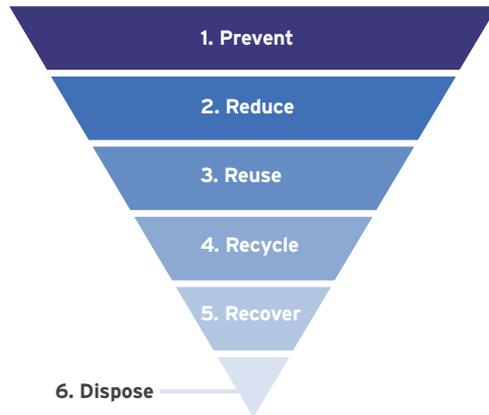
Existing Policy Support: *Kirkland Comprehensive Plan*

Policy PS-2.1: *Coordinate with the City's solid waste and recycling collection contractors and King County Solid Waste Division to ensure that the existing level of service standards are maintained or improved and waste reduction and recycling goals and targets are in compliance with the Draft 2013 King County Comprehensive Solid Waste Management Plan (SWMP) update.*

consumption patterns, more than just what percentage of material is recycled. Kirkland seeks to achieve the waste generation and waste disposal goals in the King County Comprehensive Solid Waste Management Plan

Where are we? As of 2018, Kirkland's waste generation rate per capita is 19.9 lbs/week. The waste disposal rate per capita is 8.9 lbs/week.

Waste Hierarchy



Managing Our Waste



The waste hierarchy prioritizes how we should handle our waste — preventing and reducing waste is the best choice, and throwing things away is the worst environmental choice. Although recycling items instead of throwing them away allows the material to be turned into something else, recycling everything isn't the end goal for our waste. Reducing the amount of waste produced overall — whether trash, recycling, or compost — will make the most impact for the planet. Reduce waste by preventing it in the first place, by choosing long-lasting products or skipping a purchase altogether, and by extending the life of possessions.

Element Heading

Definition of the Element

Some call outs will include a definition of a specific term important to the Element

For some Elements it is important to clarify how the Element is measured

Important terms are bold to call the readers attention

Call out showing existing policy support for Element goals

Explanation of where the city currently stands in addressing the Element

Description of how the Element addresses the concept of sustainability



Goal of the Element

SMP Goal SM-1 Achieve King County's Waste Generation rate target of 20.4 lbs/week per capita by 2030.

Action step to achieve Goal (above)

- **Action SM-1.1** Evaluate waste generation targets annually when hauler-provided data become available.
- **Action SM-1.2** Reduce consumer use of common single-use items – for example, promote reusable shopping and produce bags.

Kirkland banned single use plastic bags in 2016 and is currently looking at other policy options to reduce single use food service ware.

- **Action SM-1.3** Lead by example by improving waste prevention and recycling in City operations, facilities, at sponsored events, and through the purchase of sustainable products.

Reduce vs. Recycle



While it's helpful to recycle and compost a greater proportion of our waste, the total amount of waste we produce overall is also important to measure — maybe even more important. In the example below, a family who increased the amount of material they throw away, recycle, and compost by the same proportion would recycle the same proportion of their waste, but generate a lot more waste in total.



Graphics add to the comprehension of complex topics

Some call outs will include a description of an action step already implemented by the city that will help achieve the Goal

SMP Goal SM-2 Achieve King County's Waste Disposal rate target of 5.1 lbs/week per capita by 2030.

- **Action SM-2.1** Support repair and reuse activities throughout Kirkland and King County.
- **Action SM-2.2** Evaluate waste disposal progress annually when data become available.

Repair cafes connect residents with local fixers to keep broken items in use and out of the landfill

Some call outs will include a description of a concept discussed in a new action step



Images show an example of an action steps

Public Outreach Tables

Table 1: **In-Person Techniques**

Event Type	Quantity	Attendance*
Neighborhood Association Meetings / Kirkland Alliance of Neighborhoods Briefings <i>Norkirk, Juanita, Moss Bay, S. Rose Hill / Bridle Trails, Highlands, Market, N. Rose Hill, Central Houghton, Everest, Evergreen Hill, KAN (May 8, June 12, October 9)</i>	13	208
Interest Group Meetings <i>Business Roundtable</i>	1	14
Focus Groups	9	66
Community Meeting <i>Sustainability Forum June 22, Sustainability Summit October 12</i>	2	131
SUBTOTAL	25	419

*Total number of people that were present at a meeting.

Table 2: **Digital Outreach Techniques*****

Digital Outreach Type	Quantity	Views****
Facebook Posts & Events	7	10,762
Nextdoor Posts	2	5,366
Twitter Tweets	6	9,008
Partner Emails	2	2,030
City Newsletter Articles	17	19,563
Video posted on YouTube and Facebook	4	1,969
Landing Webpage (www.kirklandwa.gov/sustainabilityplan)	1	792
SUBTOTAL	39	49,490

*** Metrics current as of December 31, 2019.

**** "Views" defined as: Facebook Reach, Twitter Impressions, Email Unique Opens, Webpage Unique Visits, YouTube Views, and Facebook 1m Video Views.



Top Action Steps from Community by Focus Area

Energy Supply and Emissions

1. Lobby PSE to provide 100% renewable energy for community/Establish a Public Utility District
2. Develop incentive program to convert gas systems to electricity
3. Get to zero greenhouse gas emissions by 2030

Land Use and Transportation

1. 10-Minute Neighborhoods - Rezone City to include grocery and other retail amenities
2. Reduce all possible vehicle miles travelled
3. Provide more EV charging stations city-wide
4. Develop protected and connected bike lane network
5. Free Orca Cards for community

Buildings and Infrastructure

1. Require all new development to be net-zero energy
2. Promote retrofit of buildings rather than teardown
3. Provide incentives or loans to upgrade homes and business for resource efficiency

Natural Environment and Ecosystems

1. Prohibit use of Roundup/ban toxic chemical use in the City
2. Daylight buried streams
3. Retrofit storm drains to filter toxins or replace with low impact drainage systems
4. Provide more neighborhood connections to parks

5. Make tree removal offsets based on environmental value, not just required tree credits.
6. Carbon emissions should be front and center in land use planning and decisions

Healthy Community

1. More P-Patches and community gardens city-wide
2. Expand Human Services city-wide and include mental health, wellness and fitness for all
3. Housing options should be attainable for all people who work in Kirkland

Sustainable Material Management

1. Focus programs on re-use not just recycling
2. Change garbage pick up to bi-weekly
3. Mandatory composting in multi-family buildings
4. Require businesses to use recyclable and compostable materials

Sustainable Business

1. Enhance Green Business program with tiered incentives and recruit/attract more sustainable businesses to Kirkland
2. Develop attainable workforce housing options so those who work here can live here
3. Promote a diversity of businesses and zone appropriately to achieve 10-minute neighborhoods city-wide

Sustainable Governance

1. Establish an Office of Sustainability that includes a manager that has purview over City Operations and community
2. Develop mandatory analysis/checklist for each operational process (whether it is a CIP project, zoning process, etc.); accountability to goals is important
3. Establish and make investment in a sustainability fund
4. Establish more ways for community to provide input to the City