



MEMORANDUM

To: Transportation Commission

From: Christian Knight, Outreach Coordinator
Sarah R Olson, Deputy Director – Engineering & Planning

Date: October 22, 2025

Subject: Capital Improvement Program (CIP) Outreach Discussion

Staff Recommendation

It is recommended that the Transportation Commission receives a presentation on outreach strategies the City regularly uses to engage the community on transportation CIP projects.

Background

The Transportation Strategic Plan (TSP) is part of the City's Comprehensive Plan and sets policy to help prioritize future transportation projects needed in Kirkland through the year 2044. The TSP guides the creation of a balanced transportation system that will support safety, mobility, commerce, quality of life, and connectivity for all modes of transportation.

The Capital Improvement Program is a state-mandated planning document, updated annually, listing all planned major transportation projects anticipated to be built or to compete for grant funding within the next six (6) years. The transportation CIP is a funding plan for building, maintaining, and improving roads and sidewalks, transit improvements, and other fixed assets. In December of each year, the City Council adopts funding allocations for the next two years of the CIP; this allocation aligns with the City's overall operating budget.

During the design phase, outreach staff evaluate whether the public can influence any aspect of the project. If the answer is yes, outreach staff identifies the project aspects the public can influence and the stakeholders with whom the City should be consulting. Outreach staff designs an engagement process that is tailored to the level of engagement that staff identified. The engagement process can include open houses, online surveys, design charrettes, or town hall-style meetings. Outreach staff notifies the public of the upcoming engagement process at 10 percent design. Most of the events and communication occur between 30 percent and 60 percent project design. Thirty-percent design is the phase when a design has enough detail to render public comments; but it's still malleable enough that project design staff can still make adjustments. By 60 percent, the broader details—the details over which the public can influence—of the project are mostly established and are more difficult to adjust.

During the construction phase, outreach staff is focused on preparing community members for construction activities and disruptions and informing them of the project's larger purpose. Staff aim to deliver notifications no more than two weeks prior to construction—too early and the community member's mental awareness of the flyer they received two weeks prior and the construction happening now becomes less known.

Outreach staff rely on several channels to deliver project information: mailed flyers, called *Project Update*, neighborhood list serves, weekly updates to the project's webpage, and posted signs.

Discussion

Staff have the following questions for discussion:

- What new or different outreach methods do you think we should explore to reach underrepresented voices or increase engagement?
- What role should neighborhood associations play in sharing project updates and gathering community input?
- What do you consider successful measures of outreach?