

Action on Resolution No. 506 Public Participation Plan for the 2024 Comprehensive Plan

February 27, 2023



Picture it. Plan it. Build it.

Shoreline's Comprehensive Plan

- **Goals**

Desired Outcome

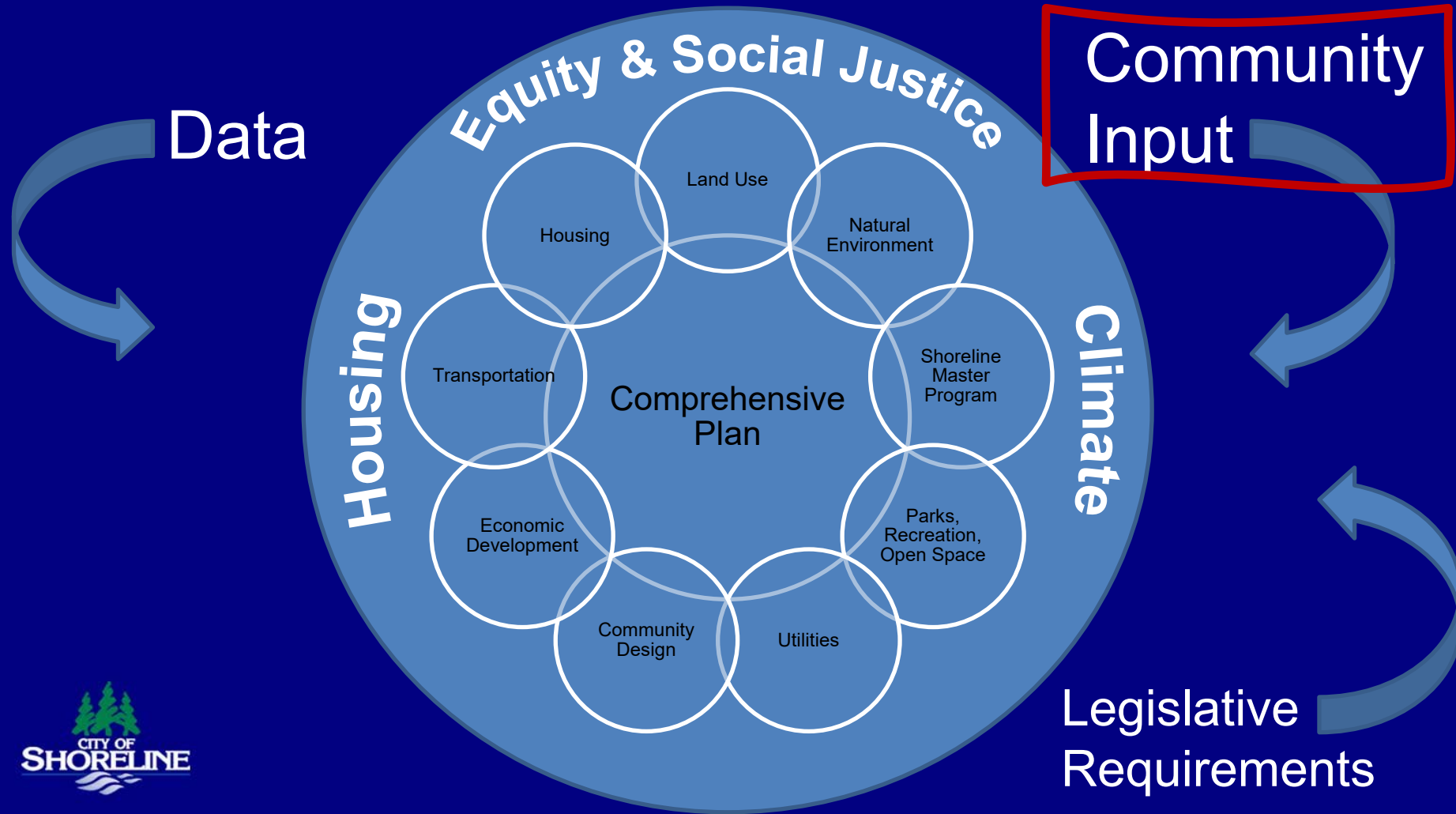
- **Policies**

Operational Actions

Elements of the Plan:

- Land use
- Community design
- Housing
- Transportation
- Economic development
- Natural environment
- Parks, recreation & open space
- Capital facilities
- Utilities
- Shoreline mater program





Key Audiences

- Groups historically negatively impacted:
 - Communities of color
 - Low-income households
 - People who speak language other than English
 - Native and Indigenous people

Participation Strategy

Principles

Goals & Outcomes

Roadmap

Public Participation Principles

1. Input matters and is a priority
2. Outreach and engagement need to occur early and regularly
3. Outreach and engagement will be equitable, transparent, and inclusive

Public Participation Principles

4. Outreach should build partnerships and leverage existing relationships
5. Outreach includes following up with the community

Goal #1

GOAL:

Ensure members of the Shoreline community understand the purpose and importance of the Comprehensive Plan, as well as the project scope and schedule for the update.

OUTCOMES:

- Community members understood the purpose of comprehensive planning, how City decisions are made, and scope and schedule of the comprehensive plan update project.
- Community members understood the challenges the plan is addressing and consequences of not investing in planning strategies and outcomes.



Goal #2

GOAL:

Ensure members of the Shoreline community have meaningful opportunities to participate in the development of the Comprehensive Plan and understand how their input will shape City decision-making.

OUTCOMES:

- Community members participated in planning conversations through culturally relevant and convenient channels.
- Community members influenced how the participation strategy was developed and implemented.
- Community members understood where and how to provide meaningful input.
- Community members can see how their input and participation shaped decisions and project outcomes.
- Community members, particularly those that have been underrepresented or disenfranchised, were compensated for their community expertise and insight.
- Community members, particularly those that have been underrepresented or disenfranchised, have a deeper sense of trust of and relationship with the City of Shoreline.
- The City of Shoreline developed and commits to continued cultivation of relationships with people and organizations from historically underrepresented communities. The City gained experience employing tools and tactics and commits to continuing to learn new tools and tactics to reduce barriers to participation.



Goal #3

GOAL:

Ensure the City of Shoreline has the right information and context to inform Comprehensive Plan through an equity lens and advance the larger equity and social justice goals of the City.

OUTCOMES:

- Project team has documented input and reported regularly to confirm that the City understands cultural context of input, as well as community's expectations of how input will be used in planning.
- City of Shoreline more thoroughly considered the equity and social justice implications of its decisions, policies, and outcomes resulting from the Comprehensive Plan.



Phase	Prep: Fall 2022-Winter 2023	Phase 1: Winter - Spring 2023	Phase 2: Summer 2023 – Winter 2024	Phase 3: Spring 2024	Phase 4: Fall 2024
	Project Planning	Visioning	Plan Elements & Concepts	Draft Comp Plan	Final Comp Plan Adoption
			Group 1: Summer - Fall 2023 Group 2: Fall 2023 - Winter 2024		
Purpose	<ul style="list-style-type: none"> Establish engagement schedule, goals, key strategies, and tools Establish equity outcomes and community liaison approach 	<ul style="list-style-type: none"> Community visioning Establish plan need, benefits, process and how community is involved Gather baseline info on community priorities 	<ul style="list-style-type: none"> Introduce Comp Plan elements and updated vision Gather community input on concepts/elements 	<ul style="list-style-type: none"> Communicate draft comp plan Articulate next steps 	<ul style="list-style-type: none"> City Council approves final Comp Plan
Tools & Tactics	<ul style="list-style-type: none"> Demographic analysis Project team coordination with city, planning commission and other key community touchpoints. Public participation plan Engagement activity plans Messaging, branding, and other communications materials 	<p>Engagement activities</p> <ul style="list-style-type: none"> Online open house: visioning survey Interviews Workshops / focus groups (Middle Housing) Virtual public meeting (Middle housing) Tabling / office hours Presentations / road show <p>Communications</p> <ul style="list-style-type: none"> Project website update Informational materials Media strategy (social media, traditional) Promotional materials (for survey, engagement activities) 	<p>Engagement activities</p> <ul style="list-style-type: none"> Online open house: concept survey Interviews Topic-specific workshops Community-led engagement events Virtual public meeting Tabling / office hours Presentations / road show <p>Communications</p> <ul style="list-style-type: none"> Project website update Topic-specific informational materials Media strategy (social media, traditional) Promotional materials (for survey, engagement activities) 	<p>Engagement activities</p> <ul style="list-style-type: none"> Online open house update (formal comment) Public meetings (formal comment) Tabling / office hours Presentations / road show <p>Communications</p> <ul style="list-style-type: none"> Project website update Draft comp plan informational materials Media strategy (social media, traditional) 	<p>Engagement activities</p> <ul style="list-style-type: none"> Public comment at City Council meeting(s) <p>Communications</p> <ul style="list-style-type: none"> Final plan communications materials. Project website update. Final plan informational materials Media strategy (social media, traditional)
Results	<ul style="list-style-type: none"> Secure project and City leadership approval for engagement 	<ul style="list-style-type: none"> Community understanding of Comp Plan update project City understanding of a broad range of community priorities 	<ul style="list-style-type: none"> Community input that informs comp plan elements Community support building for draft plan City understanding of equity implications of proposed decisions 	<ul style="list-style-type: none"> Community support building for final plan and understanding of next steps Community understands how their input shaped the draft plan 	<ul style="list-style-type: none"> Planning Commission final recommendation. City council adoption of Final Plan.

Project Timeline

Fall 2022

- Scoping & work plan
- Assess new requirements
- Develop engagement strategy

Winter-Spring 2023

- Engagement kick-off
- Community visioning
- Stakeholder engagement

Summer 2023

- Update vision statement
- Review & revise plan elements
- Engagement (ongoing)

Spring-Summer 2024

- Prepare draft plan
- Public hearings
- Engagement (ongoing)

Fall 2024

- Council Adoption



Recommendation

- Adopt proposed Resolution No. 506

