

# 2024 Comprehensive Plan Online Open House & Survey

Planning Commission  
June 15, 2023



**Picture it. Plan it. Build it.**

# Comprehensive Plan Update

Fall 2022

# Participation Plan Goals

1. 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.
2. 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.
3. 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.



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

# Online Open House

- March 31<sup>st</sup> – May 10<sup>th</sup>
- Broadly promoted
- Translated in 4 languages
- Input on vision
- 304 visitors
- 1,241 unique page views



The image is a screenshot of a Facebook post from the City of Shoreline. The post is titled "Comprehensive Plan Update" and includes a central graphic with four circular images and text in four different languages: English, Spanish, Amharic, and Chinese. The English text says "WE WANT TO HEAR FROM YOU!". The Spanish text says "¡QUEREMOS SABER DE USTED!". The Amharic text says "ከእርስዎ መስማት እንፈልጋለን!". The Chinese text says "我们希望听到您的意见!". The graphic also includes the City of Shoreline logo and the URL "shorelinewa.gov/shoreline2044".

City of Shoreline City Hall  
Published by Pio CityofShoreline · March 31 at 1:34 PM · 🌐

Help decide the future of Shoreline! The City is updating its Comprehensive Plan and we want to hear from you!

When you think of Shoreline 20 years from now, what do you see? Visit our Online Open House to learn more and tell us your vision for Shoreline in the future: <https://bit.ly/shorelinecomplan>

**Comprehensive Plan Update**

ከእርስዎ መስማት እንፈልጋለን!

¡QUEREMOS SABER DE USTED!

WE WANT TO HEAR FROM YOU!

我们希望听到您的意见!

ካባኹም ደግሜ ንደሊ እና!

**Picture it, Plan it, Build it**  
[shorelinewa.gov/shoreline2044](https://shorelinewa.gov/shoreline2044)

# Survey

## OVERVIEW

- 20 questions
- 286 responses
- Check in on vision
- Housing

## RESPONDENTS

- 95% live in Shoreline
- 79% lived in city 5+ yrs
- 78% work in Shoreline
- 81% respondents white
- 97% English speaking



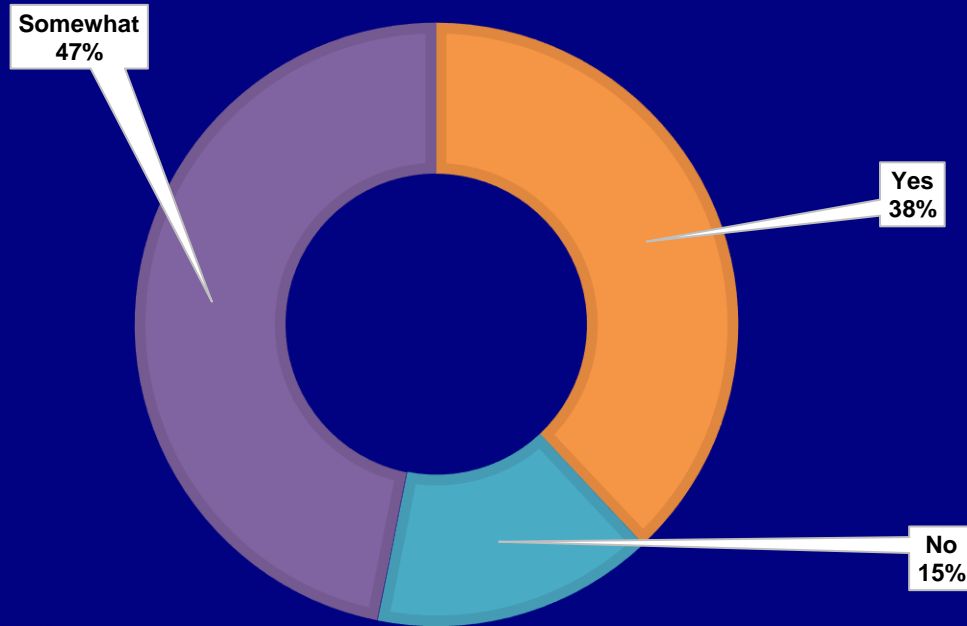
# Vision

**Q3: With the input from the community, the last comprehensive plan update developed a vision that pictured our community in 2029:**

- Shoreline is home to diverse people, culture, and income-levels.
- Residents and neighbors are connected and involved in the community.
- Residents have many options for housing in the city.
- Residents have easy and safe access to everything they need whether they are traveling by foot, transit, bicycle, or car.
- Shoreline has a vibrant “town center” along Aurora Avenue.
- Shoreline is protecting the natural environment and creating opportunities for sustainable living.
- Shoreline is meeting the needs of residents through its social services and other programs.
- Shoreline is transparent and inclusive in decision-making.

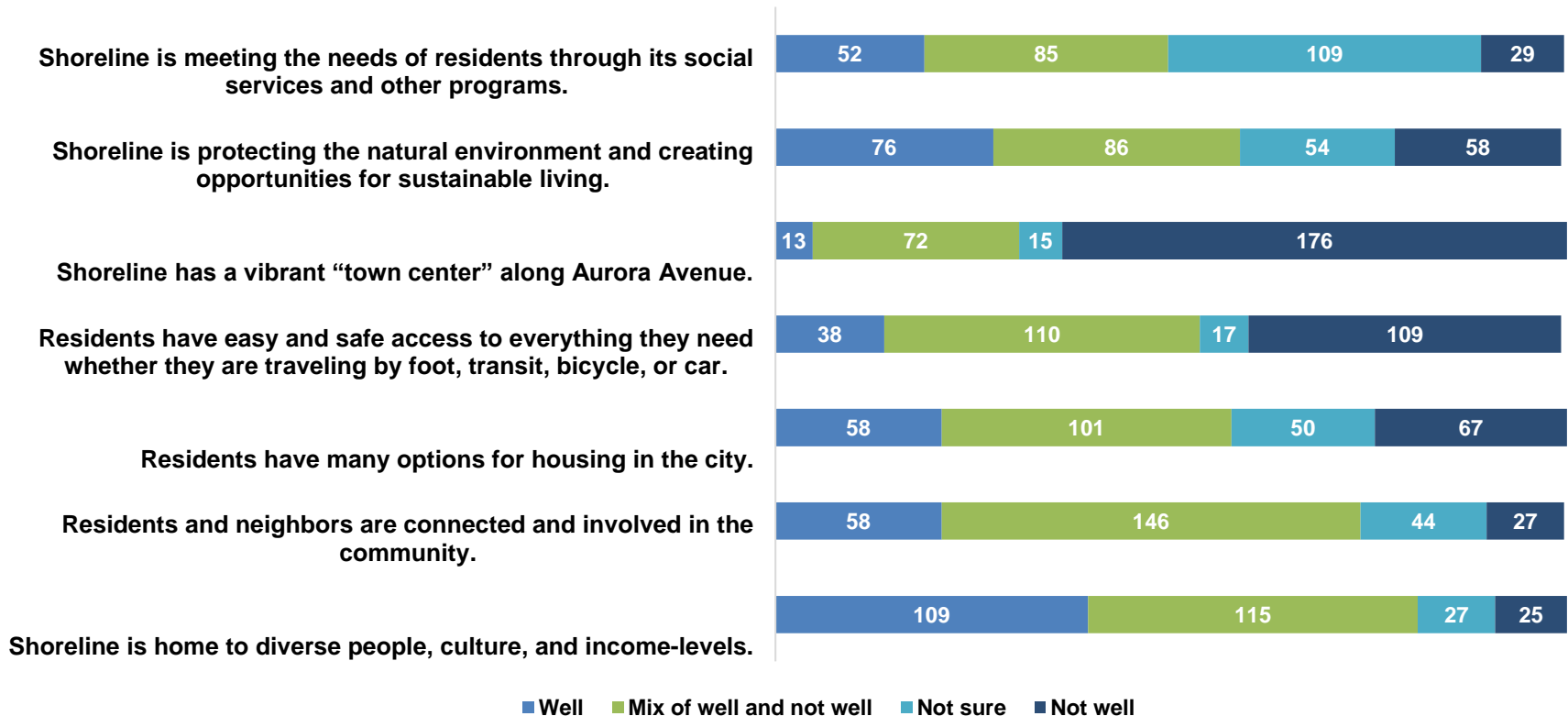


Q3: Does this current vision still apply to Shoreline today, and to 2044? (*select one*)

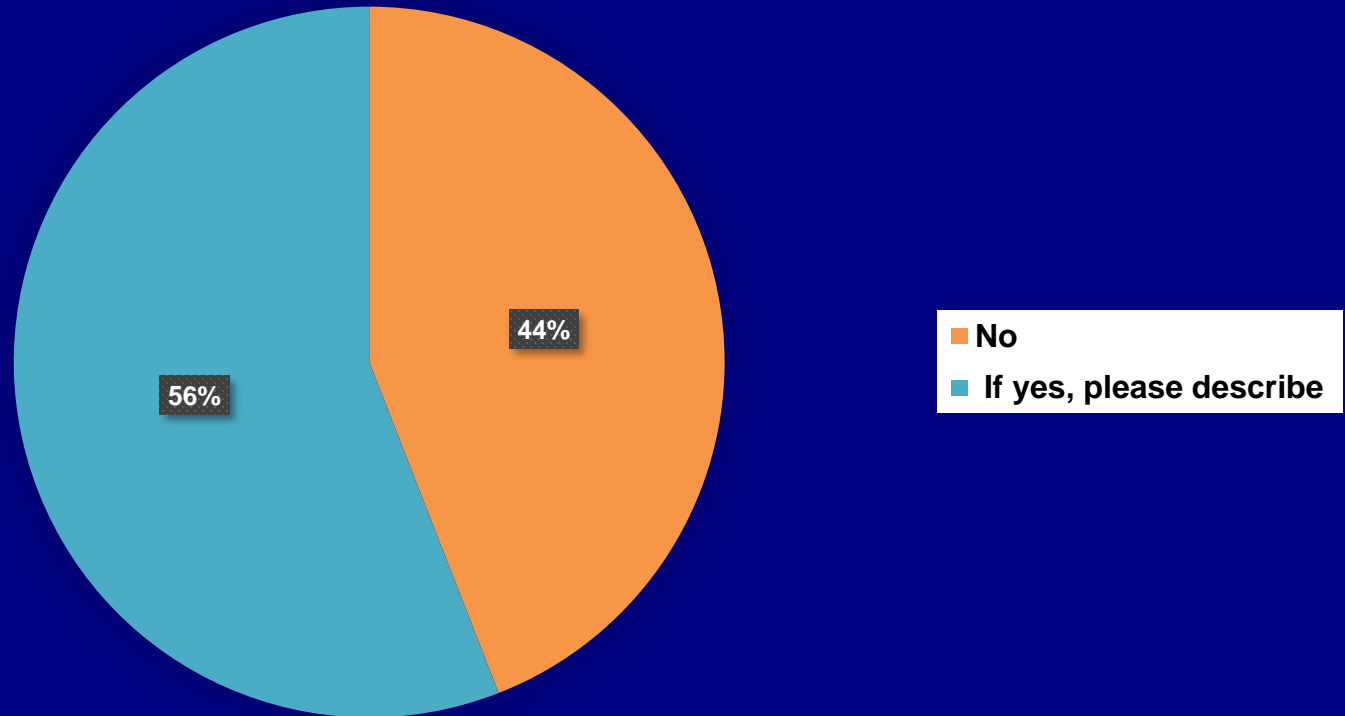




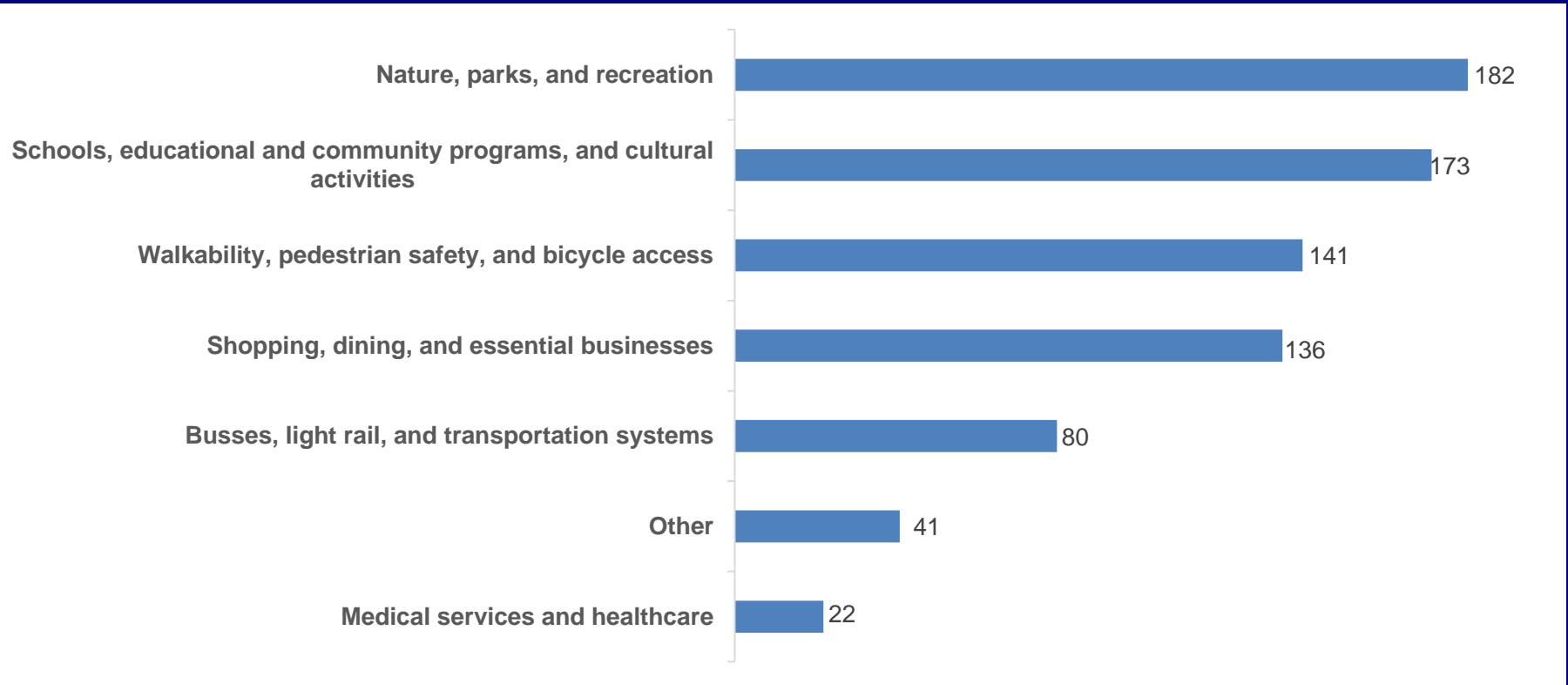
# Q4: Rate how well we have achieved each part of the vision so far.



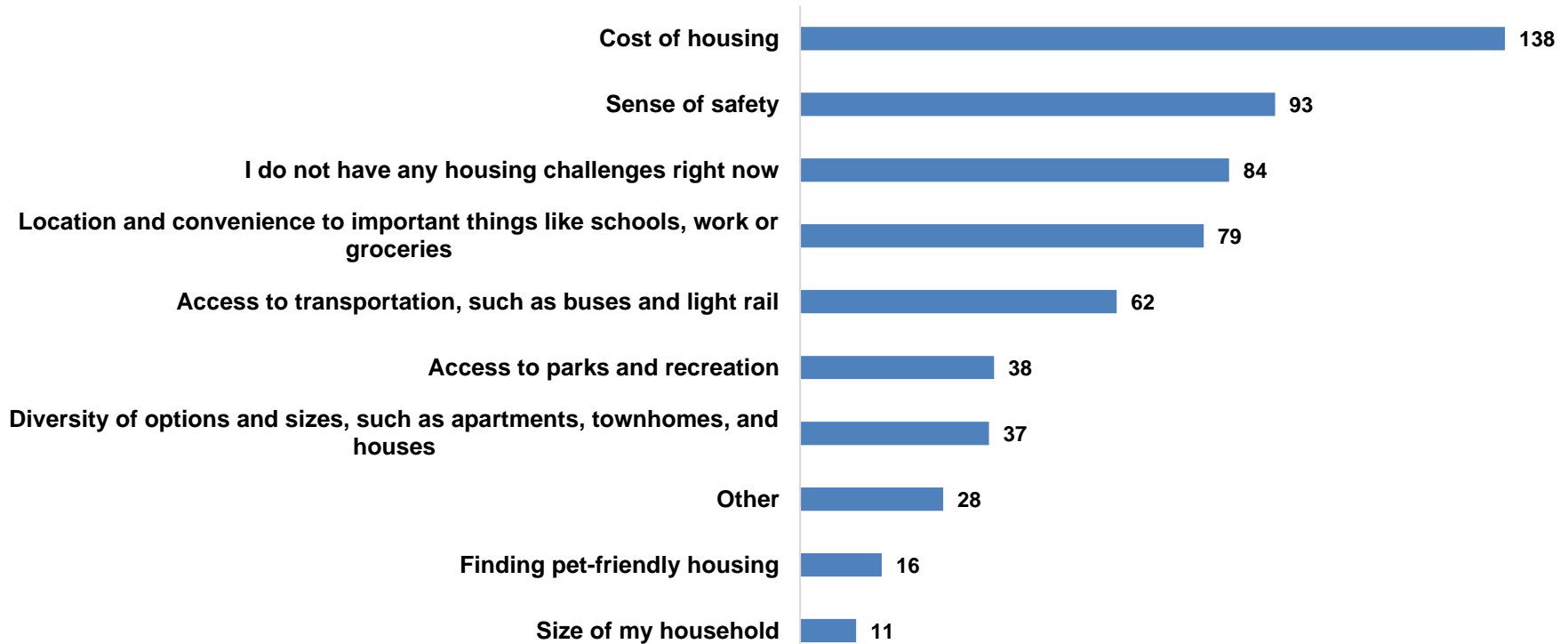
Q5: Is there anything that needed to be added to the vision? (*select one*)



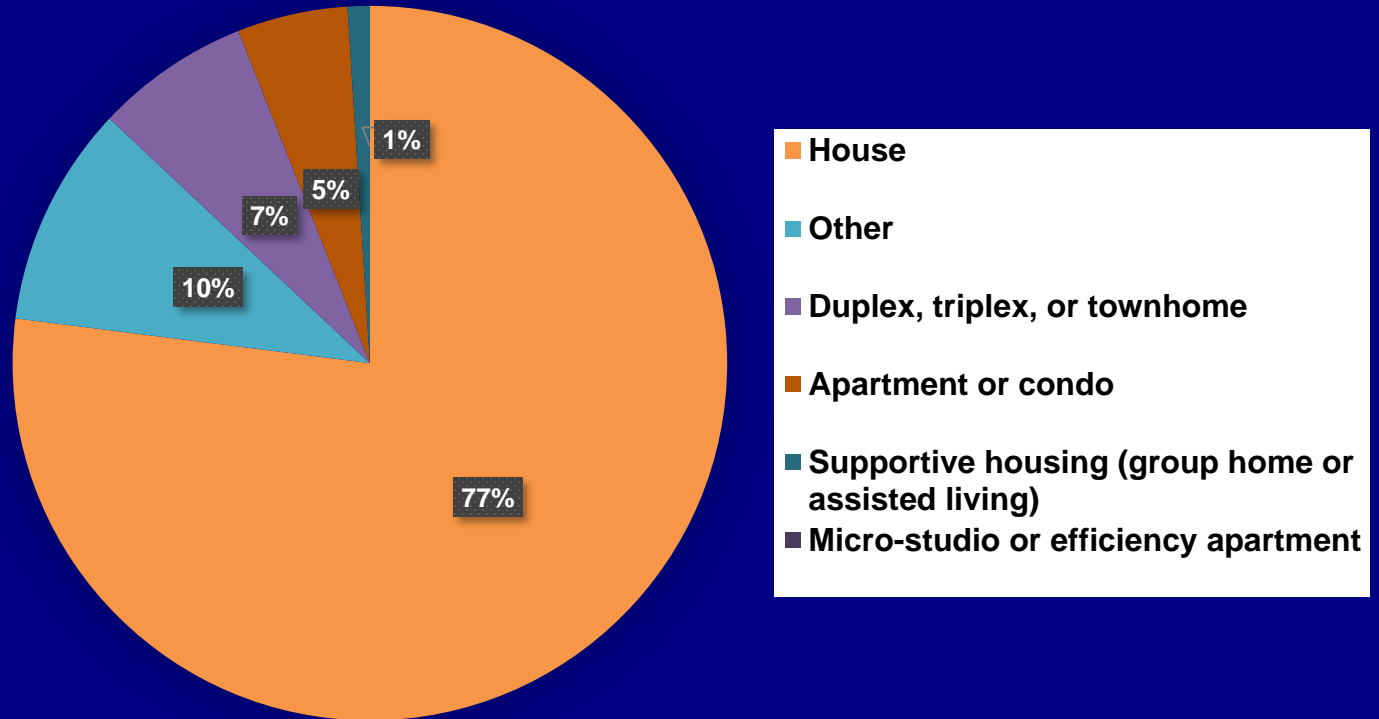
# Q6: What are the most important characteristics for Shoreline in the Future? *(select top three)*



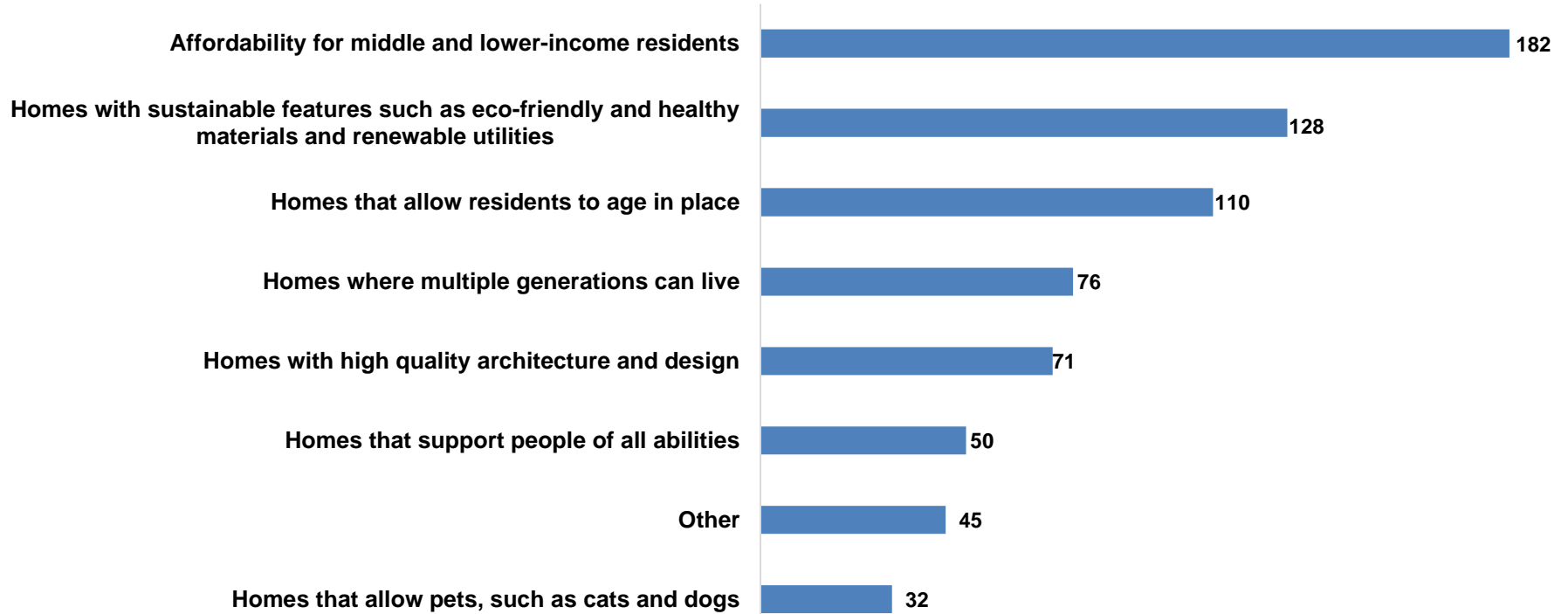
# Q7: What are the biggest housing challenges for you in Shoreline? *(select all that apply)*



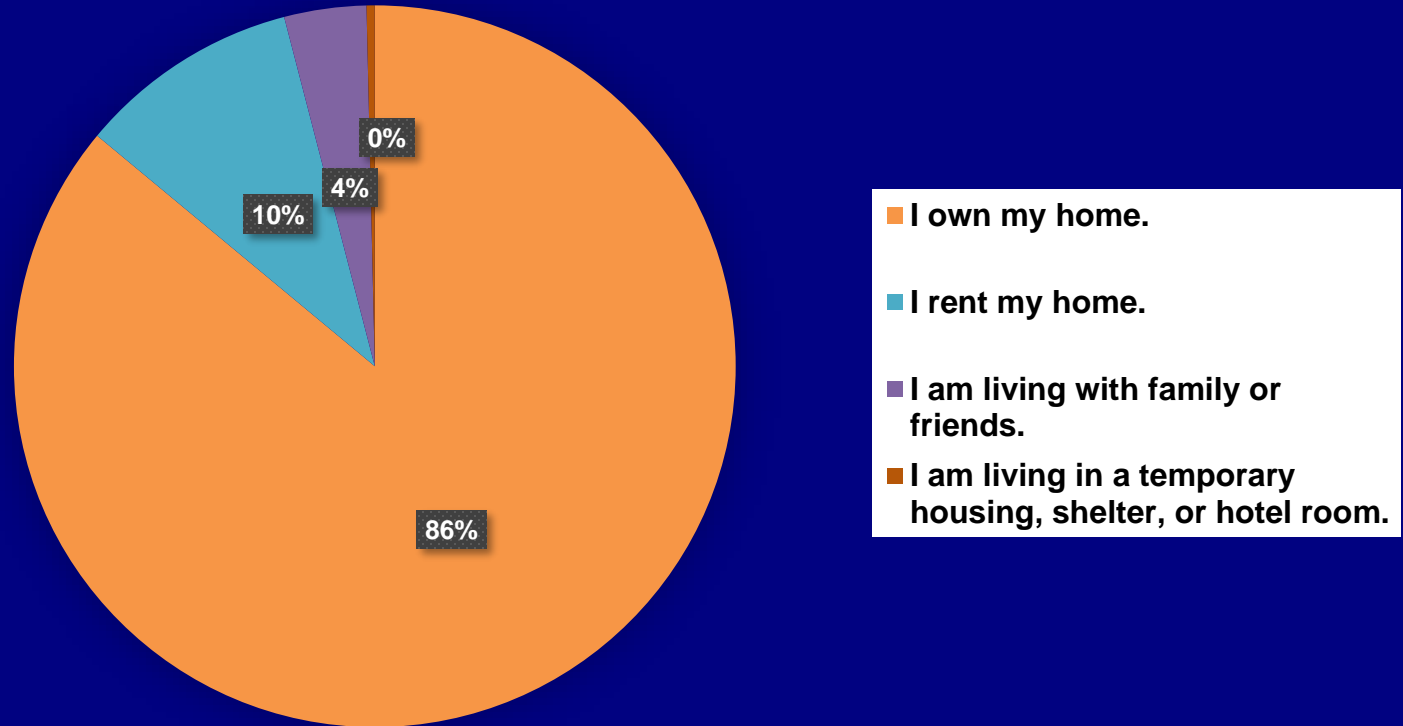
# Q8: What type of housing would work best for you in the next five years or so? (select one)



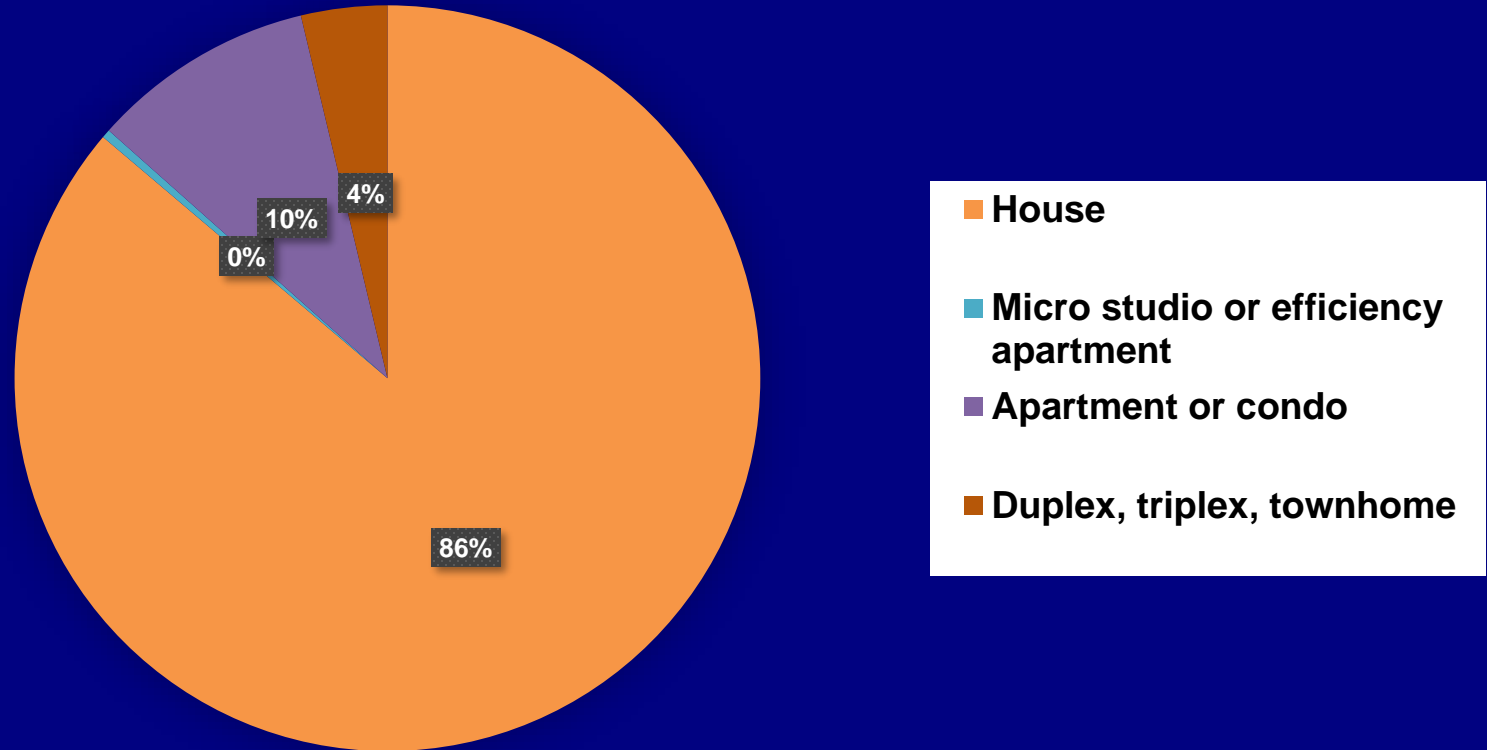
# Q9: What are the most important characteristics for future housing in Shoreline? *(select your top 3)*



# Q15: What is your current housing situation? (select one)

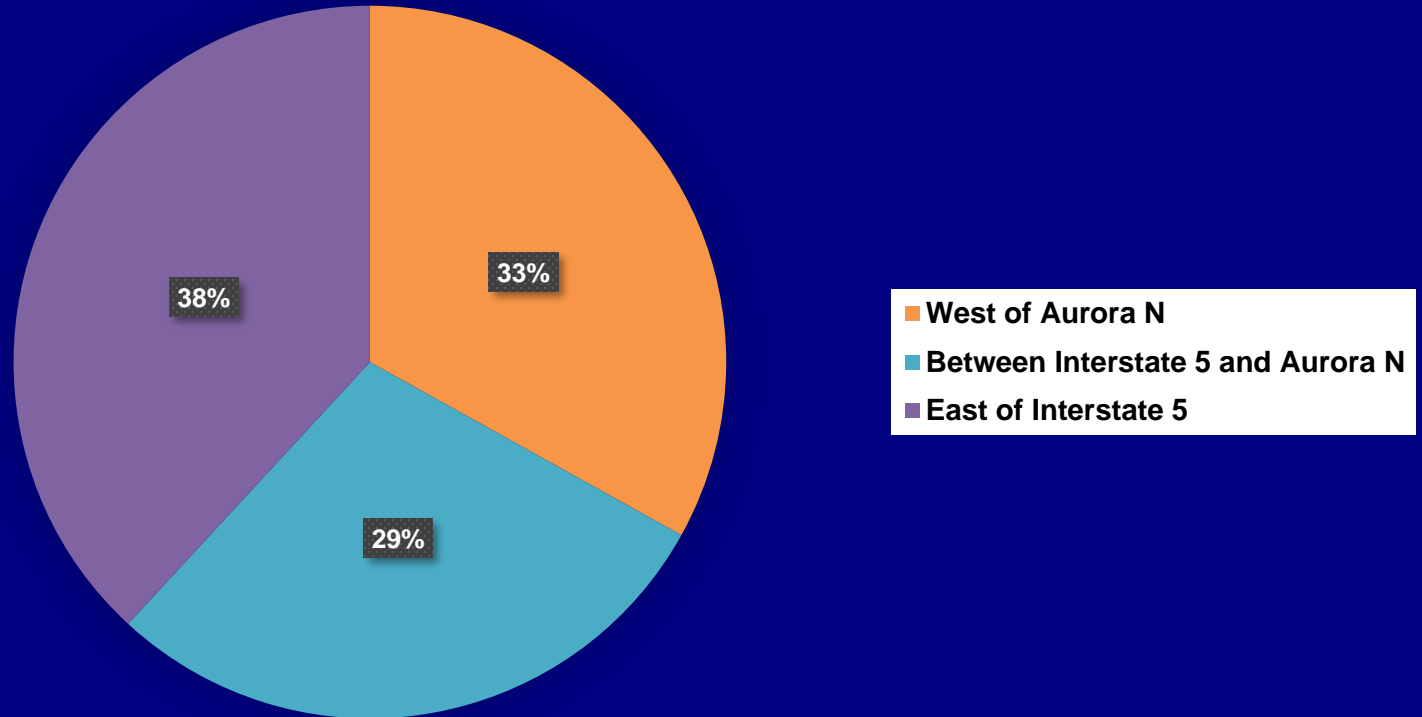


# Q16: What type of housing do you live in? (select one)

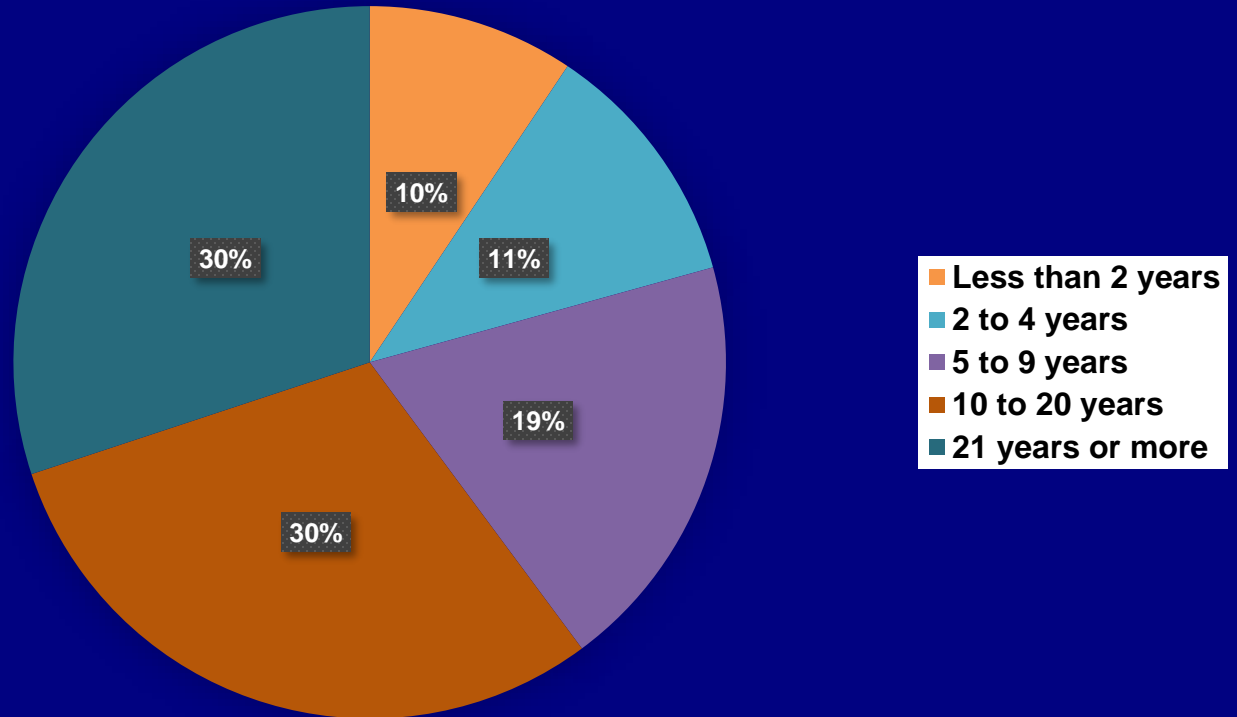




# Q18: [If you live in Shoreline] Where do you live? (select one)



# Q19: How long have you lived in Shoreline? (select one)



# Common Themes

- Housing
- Safety
- Nature
- Structure / feel of community

# Vision: Common Themes

- Nature, green space, recreation
- Schools, community programs, cultural activities
- Neighborhood-scale feel and walkability

# Housing: Common Themes

- Affordability
  - Purchase and rent
  - Ability to remain in homeownership
- Displacement
- Ability to age in place
- Availability of smaller-scale housing options
- Proximity to amenities and services



# Most Upvotes

*“Urban Villages. Bothell, Edmonds, and Woodinville have done a great job of creating walkable urban villages near parks with apartments, parking, and lots of retail restaurants, and offices. Shoreline should do the same in our neighborhoods near transit. Shoreline is behind. It’s possible to do.”*

# Most Downvotes

*“Make it easier to rezone individual lots.”*





# Open House Reflections

- One tool to reach a broad audience
- Results do not reflect the entire community
- Illustrates need for more targeted engagement

# Next Phase of Engagement

- Identifying stakeholders and key audiences
- Community consultants
- Community based organizations
- Continued presence in community

# Discussion Questions

1. Are there specific activities or tactics that should be considered for the next phase of engagement?
2. Are there specific community events or organizations that should be considered to engage with?
3. Are any Commissioners interested in attending community events and engaging with community members on the Comprehensive Plan?