



HOUSING ACTION PLAN

Public Engagement Plan
June 2020

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MAKERS





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Overview

Lynnwood's Housing Action Plan (HAP) will assess local housing needs and identify policy strategies and implementation actions to increase local housing supply. In carrying out this process, the City is committed to effective and inclusive community engagement. Lynnwood understands that changes to housing policy affect communities differently, and communities with fewer resources will feel negative consequences to a disproportionate degree than those that are well-connected and well-financed. Increasing access to information and meaningfully including diverse perspectives is fundamental to the creation of an equitable Housing Action Plan. This Public Engagement Plan is a working document that identifies stakeholders, outreach techniques, and robust engagement options to increase community awareness and gather feedback throughout the planning process. This will inform housing policies that more accurately and equitably reflect the diverse values and needs of the community. As the project evolves, public outreach and engagement will be adjusted as needed to ensure the development of the best plan for Lynnwood. Given the changes we are experiencing in our community related to COVID-19, the City is adapting its engagement approach to support social distancing.

Purpose of Lynnwood's Housing Action Plan

Lynnwood's Housing Action Plan (HAP) is:

- An actionable policy document that outlines how to

Engagement Plan Strategies

Outreach & Communications

- Project webpage
- Print and social media
- Official notices
- Interested parties list
- Graphic Materials
- Project Kiosk

Community & Stakeholders

- Stakeholder Interviews
- Meetings in a Box
- Pop-up Community Events
- Community Meetings
- Small Group Discussions
- Stakeholder Advisory Group*

Boards & Commissions

- Joint Boards and Commission Annual Meeting
- Planning Commission
- Diversity Equity and Inclusion Commission
- Human Services Commission

City Council

- Council Updates
- Council Housing Policy Committee

Regional Entities

- Snohomish County Housing Affordability Regional Task Force (HART)
- Alliance for Housing Affordability (AHA)
- Puget Sound Regional Council (PSRC)
- American Planning Association Puget Sound Section (APA PSS)

*The Stakeholder Advisory Group fulfills grant requirements and will review and provide recommendations to City staff, the consultant team, and the Housing Policy Committee

meet Lynnwood's diverse housing needs.

- Data-driven, with quantitative results vetted and informed through an inclusive and robust public process.
- A comprehensive approach to leveraging resources and implementing cohesive, effective, and feasible housing policies, programs, and strategies.
- Tailored to the housing needs of the Lynnwood community to ensure decent, safe, and affordable housing for all.

Guiding Principles

The Public Engagement Plan was developed with the following guiding principles:

1. Public participation will be a meaningful and productive use of the community's time.
2. The ideas generated and opinions provided will be valued by the City.
3. Public participation will be conducted in an equitable manner, where a diverse group of people are provided the opportunity for their voices to be heard.
4. Public participation will lead to a Housing Action Plan that can be implemented. The plan will be created using input from a broad set of community members, connecting to the needs and lived experience of residents, and increasing the likelihood of positive support.

Community Profile

Background

The goal of the Lynnwood HAP is to address housing for all of the community's diverse needs. Meaningful public engagement is an important goal of this project and public open houses and other opportunities for comment will be developed through the Public Engagement Plan.

This Community Profile includes a high-level summary of Lynnwood's total population, age and sex, race and ethnicity and language spoken at home. The primary source of information in this report is the American Community Survey 2012-2017 5-year estimate produced by the United States Census Bureau.

Housing options, and especially homeownership, are not equally accessible to everyone in the community. While housing affordability is increasingly a challenge across many segments of the population, people of color have experienced disproportionate barriers to housing that persist

today. These legacy disparities are a result of economic and racial discriminatory practices at the federal, state, and local levels of government.

The City recognizes that it is important to identify and include diverse community members as future housing policies are considered. The Community Profile demographic data informs communication materials and engagement strategies. It will also be used to benchmark the success of the public engagement plan in reaching representation across the city's communities, Information for Snohomish County is provided for context. More detailed information on the community will be included in the housing needs assessment task of the HAP.

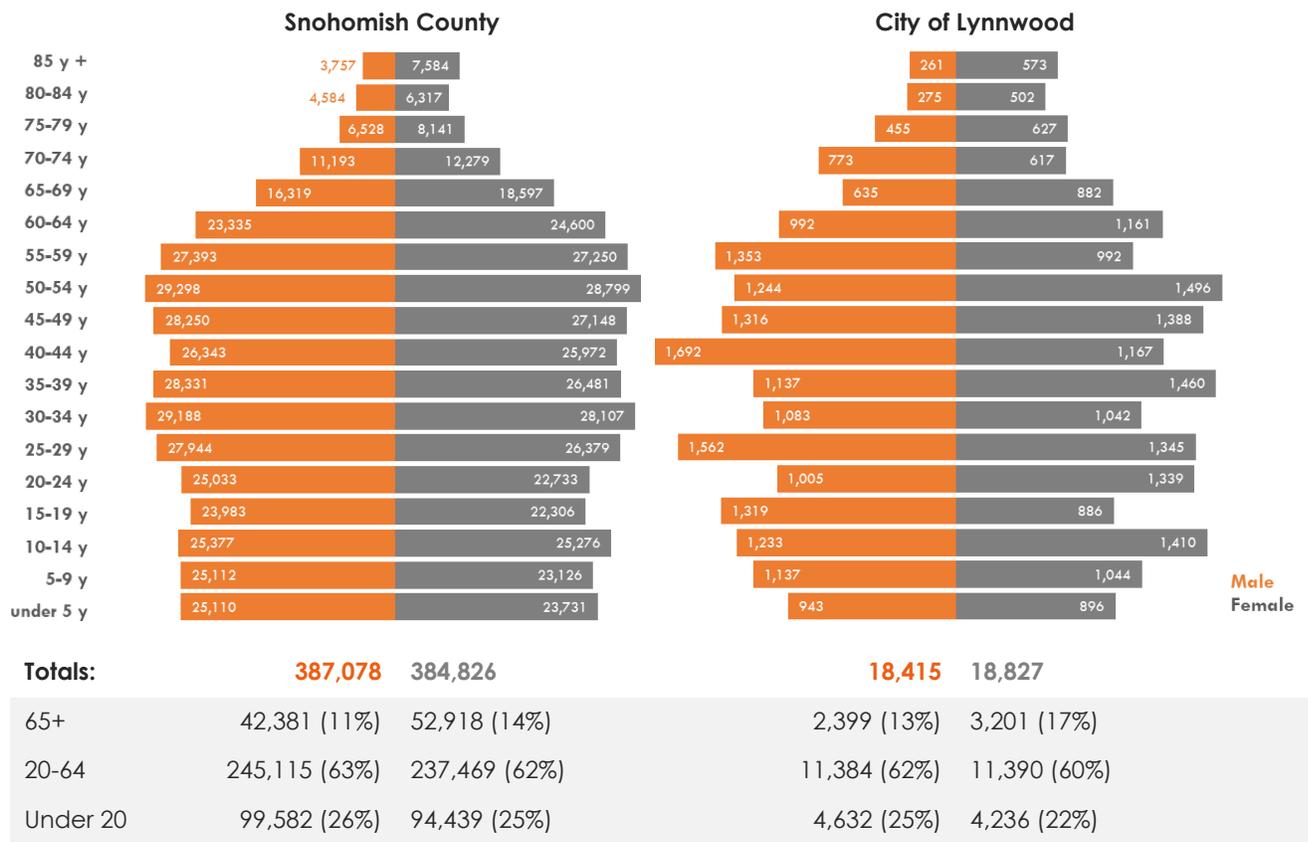
Total Population

According to 2018 Census estimates, the total population in Snohomish County is 859,840. Of that the City of Lynnwood comprises 38,511 (or 4%) of the county population.

Age & Sex

The distribution of the population by age and sex is presented in Exhibit 1. The City of Lynnwood has a slightly larger proportion of residents over 65, and a slightly lower proportion of residents under age 20, compared to the county at large.

Exhibit 1 Age and Sex Distribution (2017)



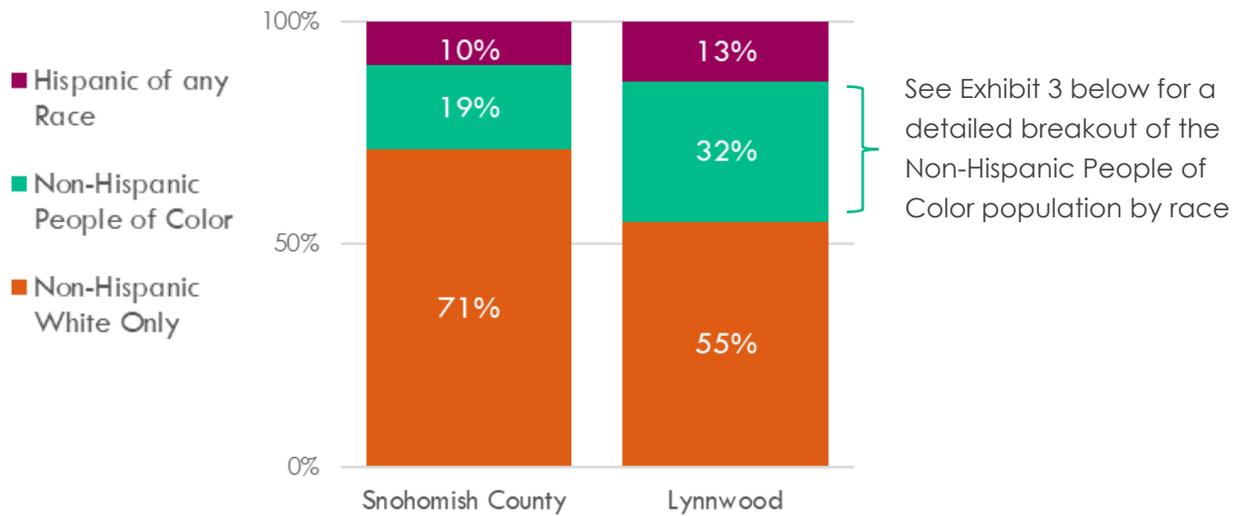
Source: American Community Survey 5-year estimates (2012-2017), 2020; BERK, 2020.

Race & Ethnicity

Hispanic and Latino origin is an ethnicity marker that is considered in addition to race according

to the US Census. Non-white (including Hispanic of any race) populations are more prevalent in the City of Lynnwood (45%) compared to the county at large (29%). Exhibit 2 displays the total population of the City of Lynnwood and Snohomish County by Hispanic persons of any race, non-Hispanic Person of Color, and non-Hispanic white identities. Understanding the racial and ethnic makeup of Lynnwood will help the City design culturally competent and relevant engagement strategies that listen to all voices in the community and ensure that all people are heard as part of inclusive decision-making.

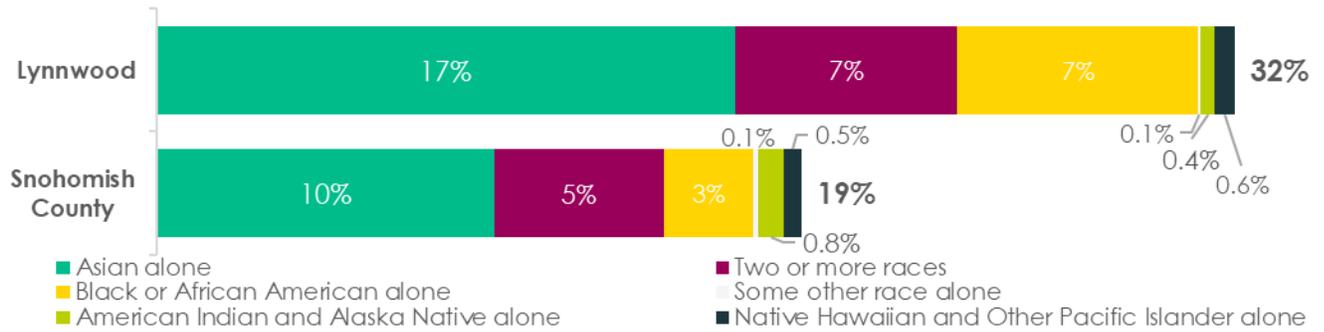
Exhibit 2 Population by Race and Ethnicity (2017)



Source: American Community Survey 5-year estimates (2013-2017), 2020; BERK, 2020.

Thirteen percent of Lynnwood’s population identifies as Hispanic, and 32% of the non-Hispanic population identifies as non-White. As shown in the Person of Color population detail in Exhibit 3, the largest racial groups represented in the non-Hispanic population are Asian, Black or African American, and those with two or more racial identities. Across both the city and the county, smaller proportions identify as American Indian and Alaska Native alone or Native Hawaiian and Other Pacific Islander. These smaller populations are often farthest from opportunity and representation due in part to their smaller size in Census figures and are considered important for representation in our engagement plan.

Exhibit 3 Non-Hispanic People of Color Population Detail (2017)

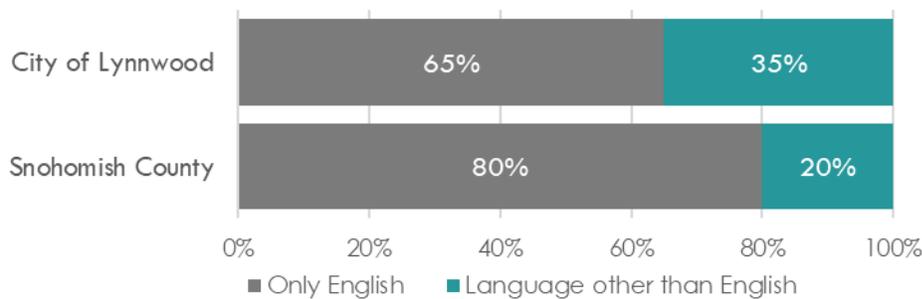


Source: American Community Survey 5-year estimates (2013-2017), 2020; BERK, 2020.

Home Language

Exhibit 4 displays the population over 5 years old in each jurisdiction by their language spoken at home. Lynnwood’s population includes a higher proportion of households that speak a language other than English (35%) than Snohomish County at large (20%). Engagement activities will include a focus on translation and interpretation to ensure broad participation.

Exhibit 4 Population by Home Language Category (2017)



Source: American Community Survey 5-year estimates (2013-2017), 2020; BERK, 2020.

Exhibit 5 ranks the top non-English home languages and identifies which language groups have higher proportions of individuals with more limited English-speaking abilities. Spanish is the most common non-English home language in Lynnwood. Asian and Pacific Island languages, including Korean, Vietnamese, Chinese, and Tagalog are in the top seven. Russian, Polish, and other Slavic Languages account for roughly 7% of the non-English home language speakers. A wide range of “other” and “unspecified” languages are represented in Lynnwood as well.

Exhibit 5 Top Non-English Languages Spoken at Home and Proportion Speaking English Less Than “Very Well”

Rank	Language	% Non-English home language population	% Speaks English less than “very well” population
1	Spanish	26%	25%
2	Korean	11%	17%
3	Other and unspecified languages	10%	7%
4	Other Indo-European languages*	9%	5%
5	Vietnamese	8%	11%
6	Chinese (incl. Mandarin, Cantonese)	8%	10%
7	Tagalog (incl. Filipino)	8%	6%
8	Russian, Polish, or other Slavic languages	7%	7%
9	Other Asian and Pacific Island languages*	5%	5%
10	Arabic	5%	5%
11	French, Haitian, or Cajun	2%	2%
12	German or other West Germanic languages	1%	0.2%
	TOTAL COUNT	12,420	5,780

* Per US Census [website](#), Other Asian and Pacific Island languages include Japanese, Hmong, Thai, Lao, Khmer, Ilocano, Samoan, Hawaiian for example; Other Indo-European languages include Italian, Armenia, Bengali, Tamil, and Iranian Persian for example; Other unspecified languages include Navajo, Hebrew, Amharic, and Yoruba, for example. Source: American Community Survey 5-year estimates (2014-2018), 2020; BERK, 2020.

Outreach & Communication

Overview: Outreach and communication efforts are designed to reach a broad set of community members. The primary goal is to inform community members of the City's efforts to review and update the City's housing policies through the Housing Action Plan. However, general outreach and communication efforts also serve the following purposes:

1. Community members will provide anecdotal evidence to assist in identifying existing housing conditions and needs.
2. Community members will provide information that helps the City understand how experiences differ among communities.
3. Community members will help the City identify and address any disproportionate impacts of proposed housing strategies that may affect the ability of groups with fewer financial and social resources to respond to changes in housing circumstances.
4. Community members will better understand the City's current housing efforts, housing needs, and the process of developing the Housing Action Plan.
5. Community members will have the opportunity to provide feedback on the Housing Action Plan throughout its development.

Outreach Channels: Increasing awareness about the plan and getting the word out about ways to participate is an important element of successful engagement. The following outreach tools will be used to spread awareness and encourage participation:

- **Project webpage.** This will be a central repository for plan information including status updates, draft documents, schedules, official notices, links to partner agencies, and other project information. It may host features that allow for electronic input such as comment boxes, surveys, or an online open house.
- **Print and social media.** Information about the plan will be advertised through the City's social media platforms and other online accounts as well as in print mailings and newsletters, such as Connect Lynnwood. Videos may also be used as a communication tool. Press releases may be released for public meetings and at key project milestones.
- **Official notices.** The State Environmental Policy Act (SEPA) and the Lynnwood Municipal Code require notification prior to official comment periods and public hearings. Lynnwood staff will comply with the legal notice requirements of the Lynnwood Municipal Code.
- **Interested parties list.** Staff will maintain a list of interested parties that will be used for electronic notification of public meetings and project milestones. Participants who provide contact information to the City will be added to the list.
- **Community organizations and leaders.** The project team will reach out to local organizations and trusted community leaders to distribute information to their constituents.

- **Graphic Materials.** The project team will produce graphics for use in public materials and to support outreach and engagement efforts.
- **Translation and Interpretation.** Translation of print materials and interpretation at meetings will be available as needed on this project.
- **Project Kiosk.** This will include overview information about the project, engagement opportunities, including website information and comment cards. This information will be displayed in a high traffic area, such as the local library, community center, or shopping center and used as a “traveling” kiosk at city or community events.

Public Engagement Toolbox

The following pages identify engagement tools that are required (i.e. public hearings) as well as tools that are flexible and can be implemented on an as-needed basis (i.e. pop-up community events). The toolbox of strategies is broken into four main categories based on the audiences for the HAP:

1. Community & Stakeholders
2. Boards and Commissions
3. City Council
4. Regional Entities

The engagement strategies and tools reflect insights gathered through interviews with community organizations including the Zainab Center, Equal Rights Washington, Familias Unidas (a program funded through United Way and Lutheran Community Services), Verdant Health Commission, Edmonds School District, and Volunteers of America. Equity strategies are woven into each of the engagement activities in the toolbox presented below. Given the diverse demographics referenced in the community profile, these strategies include the provision of supports such as childcare, translation and interpretation, engagement with locally based and trusted community partners, and a range of opportunities to provide input.

A strong equity lens is critical for success of this effort. Given this, the City's goal is to establish a range of tools to engage stakeholders and community members, recognizing that people have diverse learning styles, varied flexibility in their schedules, and different access to and fluency with digital tools.

Community & Stakeholders

1. Stakeholder Interviews

Overview: This strategy involves one-on-one discussions with stakeholders around a set of established questions. Interviews provide the opportunity to learn about a subject in depth and reach communities unlikely to engage through other activities. As noted previously, interviews are also an important tool to gather information on the design of engagement activities.

Discussion Topics During Preliminary Interviews:

- Advice and strategies for how to engage community members
- Insights regarding housing availability and affordability and related impacts on community wellbeing and access to opportunity

Discussion Topics for Future Interviews:

- Insights regarding unique housing challenges for specific communities
- Feedback on the acceptance or effectiveness of potential housing strategies

2. Meetings in a Box

Overview: This strategy may include partnerships with other organizations or other community leaders to gather feedback through a “meeting in a box.” While traditionally held in person, “meetings in a box” can be adapted and held virtually through videoconferencing software. These would supply key stakeholders with materials to host an informal meeting with their constituents, neighborhood residents, businesses, or organizations (i.e. a short slideshow, videos, talking points, FAQ, and a method of collecting feedback from participants online). This type of engagement reaches a broad audience of residents who participate in various civic and community organizations and presents an opportunity to gather feedback through a trusted, locally based community partner. This could also include presentations to specific groups such as the Economic Alliance, Verdant Health Commission, or transit agencies.

Discussion Topics:

Information to be gathered from participants (Round 1 - Needs Assessment Phase):

- Feedback and interpretation of preliminary housing needs assessment data
- Concerns about housing quality, community safety, housing discrimination, etc.
- Identifying gaps in the needs assessment, including emerging trends, types of households with unique needs, and barriers people are facing to accessing housing that meets their

needs

- Considerations for developing housing strategies or actions to address housing needs

Information to be gathered from participants (Round 2 - Plan Development Phase):

- Feedback on proposed strategies and actions
- Prioritization of strategies
- Ideas for strategies not originally included in the draft plan

3. Pop-up Community Events

Overview: This strategy involves staffing a table or booth at an existing community event such as a fair, neighborhood picnic, farmer’s market, etc. Due to COVID-19, it is expected that events in spring and early summer will be postponed or canceled. As guidance for social distancing allows, the events below could be leveraged to reach the widest range of the general public. Providing materials or adding on to events that have moved online may also be possible.

Existing Events to Potentially Partner With:

Event	Date (2020 unless indicated otherwise)	Informs the Following Deliverables
Farmer’s Market	Spring/Summer	Needs Assessment
Rotary Challenge Race	June 13	
Meet Me at the Park	July 7, 14, 21, 28 (6 – 8:30 PM)	Preliminary Draft Housing Action Plan
AfroLatino Festival	July 18 (12 – 9 PM)	
Edmonds Foundation Summer Meals (4 locations)	Summer	
National Night Out	August 4	
Sandlot Cinemas	August 6, 13, 20 (7 – 11 PM)	
Ubuntu Expose	August 15 (11 am – 4 pm)	
Edmonds Back to School Fair	August	

Event	Date (2020 unless indicated otherwise)	Informs the Following Deliverables
Back to School Night	Fall	Final Housing Action Plan
Celebrate Schools 5K	October 3	
Spook & Splash Family Halloween	October 24	
Turkey Trot	November 26	
MLK Day of Service Volunteer Event	January 20, 2021	

Additional Ongoing Meetings, Events, and Venues

The following existing locations, meetings, events, and venues are potential opportunities to gather input from stakeholders who may be harder to reach through the citywide events listed above.

Location/ Meetings/Events
Hero's Café – monthly
Cops and Clergy meeting – monthly
Lynnwood Senior Center – daily
Lynnwood Community Center
Recreation Center Pool – daily
Mill Creek Town Center
Edmonds Community College
Retail (Costco, Alderwood Mall, Target, Walmart, etc.)
Park-and-Rides (Lynnwood, Ash Way)
Wilcox Park
Sikh Center of Seattle/Thrasher's Corner

Location/ Meetings/Events

Verdant Health Commission events

Discussion Topics:

Similar to other pop-up activities, this would be an opportunity to gather quick input on needs and feedback on strategies.

4. Community Meetings

Overview: These open-house style events would feature staffed informational stations and opportunities for the public to review materials, talk to the project team, and engage in interactive activities to provide feedback. The public will be notified of these events through a combination of mailers, City listservs, City social media accounts, and the project website. Should social distancing continue to prevent in-person meetings from taking place, the events could be hosted on platforms such as Facebook Live and supplemented with online surveys and comment forms. Events can be recorded and made available for community members to watch at their convenience. Depending on social distancing precautions, the City may also utilize online open houses.

Discussion Topics:

Information to be gathered from participants (Round 1 - Needs Assessment Phase):

- Feedback and interpretation of preliminary housing needs assessment
- Identifying gaps in the needs assessment, including emerging trends, types of households with unique needs, barriers people are facing to accessing housing that meets their needs
- Considerations for developing housing strategies or actions to address housing needs

Information to be gathered from participants (Round 2 - Plan Development Phase):

- Feedback on proposed strategies and actions
- Prioritization of strategies
- Ideas for strategies not in draft plan

5. Small Group Discussions

Overview: Facilitated small group discussions are another opportunity to hear from specific communities or stakeholder groups. These will be designed to complement and build on other engagement activities and key issues. Discussions may also include deeper conversations with

stakeholders who offer specific expertise, such as social and other service providers, housing providers, developers, etc.

Discussion Topics:

Information to be gathered from participants (Round 1 - Needs Assessment Phase):

- Feedback and interpretation of preliminary housing needs assessment
- Identifying gaps in the needs assessment, including emerging trends, types of households with unique needs, barriers people are facing to accessing housing that meets their needs
- Barriers face by housing developers/providers that may be reducing the supply or diversity of housing coming to market
- Considerations for developing housing strategies or actions to address housing needs
- Ideas for strategies or actions to address housing needs

Information to be gathered from participants (Round 2 - Plan Development Phase):

Feedback on proposed strategies and actions, including: viability, market response, community response, anticipated barriers, potential partners, potential advocates

- Prioritization of strategies.
- Ideas for strategies not in draft plan

6. Stakeholder Advisory Group

Overview: The Housing Action Plan is required to be developed with participation and input from community members, community groups, local builders, local realtors, nonprofit housing advocates, and local religious groups (RCW 36.70A.600(2)(f)). The Stakeholder Advisory Group is designed to ensure compliance with this requirement.

The Stakeholder Advisory Group will provide guidance on existing regulatory challenges and assist with the evaluation of the feasibility and impacts of potential policies. It will be comprised of individuals in the community as well as representatives from community groups, local builders, local realtors, service providers, and nonprofit housing advocates. The Stakeholder Advisory Group will champion the plan as it moves toward adoption and will transition to partners during the implementation phase.

The Stakeholder Advisory Group will meet up to four times to advance the creation of the Housing Action Plan. Meetings may be held in person or via videoconferencing software (e.g. Zoom) and will implement best practices to ensure meetings run smoothly and are effective. Prior to meetings, participants will receive packaged meeting materials and appropriate Zoom tutorials via email. Those leading the meeting will be equipped with a facilitator's guide and digital worksheets to guide small group discussions. Stakeholder Advisory Group meetings may

be supplemented with other software and online tools as needed.



The Advisory Group will provide guidance on existing regulatory challenges and assist with the evaluation of the feasibility and impacts of potential policies.

Discussion Topics for Stakeholder Advisory Group

Potential topics include:

Meeting #1 - Kickoff

- Introduction to HAP and purpose
- Advisory Group objectives and meeting plan
- Public Engagement Plan highlights

Meeting #2 – Needs Assessment

- Feedback on preliminary housing needs assessment
- Identifying gaps in the needs assessment, including emerging trends, types of households with unique needs, barriers people are facing to accessing housing that meets their needs
- Barriers faced by housing developers/providers that may be reducing the supply or diversity of housing coming to market
- Considerations for developing housing strategies or actions to address housing needs
- Ideas for strategies or actions to address housing needs

Meeting #3 – Plan Development

- Feedback on proposed strategies and actions
- Ideas for strategies not in draft plan

Meeting #4 Implementation

- Review revised plan
- Prioritization of strategies.
- Potential partners and leads
- Monitoring

Stakeholder Advisory Group Members:

Community Members

- Jared Bigelow, Diversity, Equity, and Inclusion Commission Member and resident
- Bob Larsen, resident

Service Providers

- Galina Volchkova, Volunteers of America
- Mary Anne Dillon, YWCA*
- Keny Lopez, Familias Unidas

Community Groups

- Sally Guzmán, Edmonds School District
- Linda Jones, Lynnwood Chamber of Commerce
- Pastor Gail Rautmann, Gloria Dei Lutheran Church
- Faheem Darab, Zainab Center
- Sangsoon ,United Seattle-Bellevue Korean School

Nonprofit Housing Providers and Advocates

- Mark Smith, Housing Consortium of Everett and Snohomish County
- Fred Safstrom, Housing Hope
- Chris Collier, Affordable Housing Alliance (AHA)*
- Duane Leonard, HASCO

Builders and Developers

- Mike Pattison, Master Builders Association
- Jeff Butler, Butler Development LLC
- Scott Shapiro, Eagle Rock Ventures
- Nick Nowotarski, AvalonBay Communities, Inc.
- Duane Landsverk, Landsverk Quality Homes, Inc.

Realtors

- Cami Morrill, Snohomish County Camano Association of Realtors

** Member is also on the Council's Housing Policy Committee*

Representatives from the City of Lynnwood will attend Stakeholder Advisory Group meetings as needed. Potential participants include Public Works, Police Department, Parks Department, the Human Services Commission Liaison, and the Diversity Equity and Inclusion Commission Liaison. The project team will also present progress updates and major milestones at internal meetings, such as the Major Projects Meeting.

Boards & Commissions

7. Boards & Commissions Meetings

Overview: The Community Development Department will coordinate with city-appointed boards and commissions to provide status updates and obtain feedback regarding the direction of the project. The Planning Commission will serve as the primary Commission since they will be reviewing the plan and providing a recommendation prior to its presentation to Council. Housing policy overlaps with many of the efforts from the Diversity Equity, and Inclusion Commission as well as the Human Services Commission. The Diversity Equity and Inclusion Commission and Human Services Commission will be invited to attend Planning Commission meetings to provide input throughout the project.

The Community Development Department presented an overview of existing conditions and the Housing Action Plan at the City's Joint Boards and Commissions meeting on February 12, 2020. The meeting also provided an opportunity for the City to gather initial feedback to better understand the Board and Commission member's familiarity with Lynnwood's housing affordability challenges as well as their preferred method of communication. The information gathered has informed the development of this Public Engagement Plan.

The Community Development Department will also utilize joint meetings between City commissions throughout the creation of the plan.

Meeting Dates (tentative):

Date (2020)	Purpose
February 12	Joint Boards and Commission Meeting presentation (completed)
June 25	Planning Commission introductory presentation
July 23	Joint PC, DEI, HS* meeting to review Existing Conditions and Needs Analysis Report (tentative)
Summer TBD	Planning Commission update
October 22	Joint PC, DEI, HS* meeting to review Preliminary Housing Action Plan
November 12	Planning Commission Housing Action Plan Briefing
December 10	Planning Commission Housing Action Plan Hearing

*PC = Planning Commission, DEI = Diversity, Equity, and Inclusion Commission, HS = Human Services Commission

City Council

8. City Council Meetings

Overview: The City Council has prioritized housing as a policy topic for 2020. The Community Development Department presented a summary of housing efforts to date and an overview of the Housing Action Plan grant at the 2020 Council Retreat. The Community Development Department is committed to working with the Council throughout the creation of the Housing Action Plan. In 2019, the Council formed an Ad Hoc Housing Committee to consider a proposed resolution regarding low-income housing displacement and to begin the process of creating a skeleton format of a new housing policy. In 2020, the Ad Hoc Housing Committee was renamed the "Housing Policy Committee" and is now co-chaired by Councilmembers Hurst and Frizzell. Additional members have also been added to the committee. Information provided and ideas generated through this committee will be shared with the Stakeholder Advisory Group and will be evaluated for inclusion in the Housing Action Plan. The Council Housing Policy Committee kick-off meeting was March 24, 2020 and future meetings are coordinated by Council.



The Community Development Department will continue to provide updates to the Council (through memos, presentations, etc.). At minimum, updates will be provided after completion of the Existing Conditions and Needs Analysis Report and the Draft Housing Action Plan. Updates will be provided through a combination of memos and presentations to Council leadership and at larger Council meetings. The Community Development Department is a member of the Council's Housing Policy Committee and will continue to attend these meetings.

Timeline for Updates to Council:

Date (2020)	Purpose
Q3 2020	Council update of Existing Conditions and Needs Analysis Report
Q4 2020	Council update of Draft Housing Action Plan
February 2021	Housing Action Plan Briefing

Date (2020)	Purpose
March 2021	Housing Action Plan Hearing and Adoption

Regional Entities

9. Coordination with Other Jurisdictions

Overview: The Community Development Department will continue coordination with neighboring jurisdictions to address housing affordability regionally and to share lessons learned.

Participation will continue with the Snohomish County Housing Affordability Regional Taskforce (HART), the Puget Sound Regional Council (PSRC), APA PSS (American Planning Association Puget Sound Section), and the Affordable Housing Alliance (AHA). The City will also meet with other cities that have worked on housing strategies and/or have received ES2HB 1923 grant funds.

Public Engagement Plan Implementation

Exhibit 6 Estimated Engagement Plan Schedule

	FEBRUARY - APRIL	MAY - AUGUST	SEPTEMBER - OCTOBER	NOVEMBER- DECEMBER	2021 JANUARY -JUNE		
Corresponding Deliverable	Start-up	Needs Assessment	Draft Plan	Final Plan	Legislative Review	Type of Engagement	Lead
Public Engagement Plan Project Purpose Statement		Existing conditions and Needs Analysis Report	Preliminary & Draft Plan Project Goals and Objectives	Final Housing Action Plan Comprehensive Plan Housing Element documentation	Council Review and Decision		
Communications Materials							
Project Identity	○					Identity building for awareness	BERK team
Communications Materials	○	○	○		○	Project awareness	BERK team
Project Kiosk ("Tabling in a box")	○	○	○			Project awareness	BERK team + City
Notification Methods							
Website	○	○	○	○	○	Project awareness	City
Mailing	○	○	○	○	○	Project awareness	City + BERK team
Media	○	○	○	○	○	Project awareness	City
Emails & Newsletters	○	○	○	○	○	Project awareness	City + BERK team
Social media	○	○	○	○	○	Project awareness	City + BERK team
Public Engagement							
*Meetings in a Box (up to 10)		■	■			Engagement led by community partners	BERK team
Stakeholder Interviews (up to 8)	■					1:1 interviews with community leaders	BERK team
Pop-up Community Events (2)			●	●		Add-on to existing community events	City
Community Meetings (2)			●	●		Online open house	BERK team
Small Group Discussions (4)		■	■	■		Follow-up to Meetings in a Box hosted by community partners	BERK team
Advisory Group Meetings							
HAP Advisory Group		●	●	●		Engagement/Sounding Board of local leaders	BERK team

○ Outreach and Communications
● Dedicated engagement activity

*We will recruit community organizations and support them in designing and hosting engagements focused on the HAP's phases. Our recruitment will be intentional to reflect the underlying makeup of the community across race, age, and culture, and to especially create opportunities for those who have not yet had a venue for input.

Source: BERK, 2020.

Appendix A

Potential Stakeholders

There are a variety of stakeholders with an interest in this plan. The list below is an initial list of stakeholders organized by stakeholder group.

Stakeholder Group	Stakeholder
Residents and Families	<ul style="list-style-type: none"> ▪ Foundation for Edmonds Schools ▪ Parent Teacher Associations (PTAs)
Differently Abled Residents	<ul style="list-style-type: none"> ▪ The Arc Snohomish County ▪ Catholic Community Services
Latinx Residents	<ul style="list-style-type: none"> ▪ Latino Educational Training Institute (LETI) ▪ Familias Unidas ▪ Latino Civic Alliance ▪ Snohomish County Latino Coalition ▪ YWCA ▪ Sea Mar Community Health Center
Older Residents	<ul style="list-style-type: none"> ▪ Korean Senior Group ▪ Homage Senior Services ▪ Catholic Community Services
Residents Experiencing Homelessness	<ul style="list-style-type: none"> ▪ Washington Kids in Transition ▪ Clothes for Kids ▪ Volunteers of America ▪ Housing Consortium of Everett & Snohomish County ▪ Catholic Community Services
LGBTQ Community	<ul style="list-style-type: none"> ▪ Equal Rights WA
Immigrants & Refugees	<ul style="list-style-type: none"> ▪ Zainab Center ▪ Familias Unidas ▪ Asian Women's Association
Veterans	<ul style="list-style-type: none"> ▪ Verdant Health Commission - Community Wellness Center

Stakeholder Group	Stakeholder
Faith Community	<ul style="list-style-type: none"> ▪ Zainab Center ▪ Good Shepherd Baptist Church ▪ Northwest Church ▪ Masjid Umar Al-Farooq (Muslim Association of the Northwest) ▪ Cops & Clergy
Lynnwood Business Community	<ul style="list-style-type: none"> ▪ Lynnwood Chamber of Commerce ▪ Lynnwood Business Consortium ▪ Economic Alliance of Snohomish County ▪ Washington State Small Business Development Center (SBDC) – Snohomish County
Real Estate and Development Community	<ul style="list-style-type: none"> ▪ Master Builders Association ▪ Butler Development LLC ▪ Eagle Rock Ventures ▪ AvalonBay Communities, Inc. ▪ Snohomish County Camano Association of Realtors
Service and Advocacy Organizations	<ul style="list-style-type: none"> ▪ Girls on the Run Snohomish County ▪ Community Foundation of Snohomish County ▪ Domestic Violence Services of Snohomish County ▪ Housing Consortium of Everett & Snohomish County ▪ YWCA ▪ Affordable Housing Alliance (AHA) ▪ Tenant Union of Washington State ▪ Rotary Club ▪ Everett Gospel Mission ▪ Jean Kim Foundation
Non-profit Housing Providers	<ul style="list-style-type: none"> ▪ Housing Consortium of Everett and Snohomish County ▪ Homes and Hope Community Land Trust ▪ Housing Hope ▪ Housing Authority of Snohomish County (HASCO) ▪ YWCA ▪ Everett Housing Authority ▪ Habitat for Humanity
Other Government Agencies	<ul style="list-style-type: none"> ▪ Alderwood Water and Wastewater District (AWWD)

Stakeholder Group	Stakeholder
	<ul style="list-style-type: none">▪ Sound Transit▪ Community Transit▪ Edmonds School District▪ Edmonds Community College▪ Sno-Isle Library