

Public Engagement Plan

Moses Lake Housing Action Plan – August 2020



Introduction

The Public Engagement Plan provides a framework for understanding how engagement will be coordinated with the Moses Lake Housing Action Plan (HAP). It is a tool the City and project team will use to organize and direct their efforts. In addition to outlining the purpose and objectives of engagement, this Public Engagement Plan identifies key stakeholders and possible methods of engagement. As the project progresses, the team will use this Public Engagement Plan to select and design events that are aligned with the project schedule and respond to community needs. The Public Engagement Plan identifies a range of engagement options that meet the needs of the people, businesses, and agencies affected by the HAP planning effort, including a range of methods that meet requirements for public health and safety in response to COVID-19.

Objectives

Effective public engagement is essential to the development of Moses Lake's HAP. It is also a requirement of the Housing Action Plan, the goal of which is encouraging construction of affordable and market rate housing that provides greater choice of housing types and is accessible to a range of incomes. Public engagement also offers an opportunity to ground truth information learned through the data collection and analysis phase of the planning process. Objectives for outreach and engagement for this HAP include:

- Clearly communicate the project's purpose, process, timeline, and final recommendations, so the community is well-informed.
- Build project support through outreach and engagement efforts that invite meaningful input.
- Actively solicit questions, priorities, and concerns from community members, community groups, local builders, local realtors, nonprofit housing advocates, and local religious groups.
- Seek perspectives of affected parties and those unlikely or unable to participate.
- Provide safe, accessible, and enjoyable engagement opportunities.

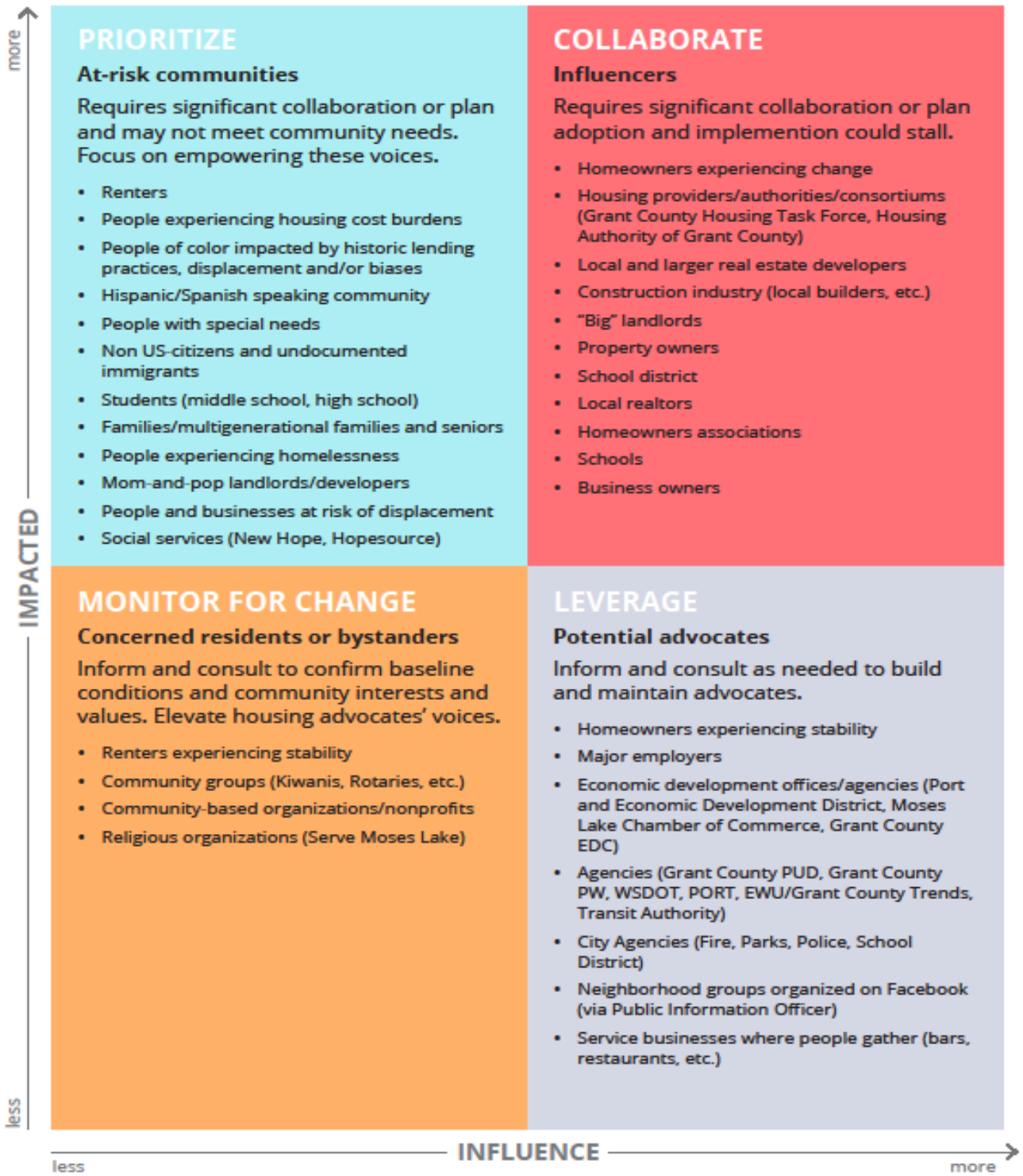
Stakeholders

The City of Moses Lake is a small commercial center and residential community in Central Washington's Grant County. Like many communities in Washington, the city has seen an increase in residents over the last decade. The city is a small hub for businesses, retail, restaurants and bars, and social services

providers and provides cultural events, tourism and recreation opportunities for the Central Washington region. Hispanic/Spanish-speaking community members represent 42% of the Grant County population and 38.4% of the Grant County population do not speak English at home). 15% of Grant County are non-US-citizens, roughly double the percentage for WA state as a whole, which is 7.5%. People who are non-white, non-Hispanic represent 4.6% of the Grant County population (API 1.2%, American Indian/Native American 1.2%, Black 1.1%).

The following chart identifies the stakeholders that this planning process should engage and suggestions a prioritization framework for how to invest planning resources.

Stakeholder Prioritization



Source: MAKERS, 2020, adapted from multiple versions, including Kapwa Consulting’s emphasizing a social equity lens and the original “power-interest” matrix (Mendelow, 1991).

Methods and Tools

OUTREACH AND COMMUNICATION

People must be aware of the HAP planning process to participate. The tools listed below will help build this awareness. Those indicated with an * will be led and executed by City staff.

- **Project webpage***. The City will host and maintain a website that will service as a repository for Plan information, including status updates, draft documents, schedules, official notices, and links to partner agencies. Consultants will provide specialized content, such as links to digital engagement activities that can be accessed via this website.
- **Print and social media***. City staff will share information about the HAP planning process through the City's social media platforms and other online accounts, as well as through print mailings and newsletters. Consultants can provide some graphics to support posters and signs.
- **Official notices***. City staff will comply with notification requirements for comment periods and public hearings specified by the State Environmental Policy Act (SEPA) and the Moses Lake Municipal Code.
- **Interested parties list***. City staff will maintain a list of interested parties who will receive electronic notification of public meetings and project milestones. Participants who provide contact information to the City will be added to the list.
- **Phone calls***. City staff will call potential stakeholders and community members to recruit for interviews and focus groups.
- **Local advocacy and business organizations**. Staff and consultants could ask local advocacy and business organizations to distribute information to their memberships. This effort could target hard-to-reach stakeholder groups.
- **Postcard mailings***. The City will mail postcards to businesses and residents in the visioning phase and prior to the release of the Draft Plan Mailer should be accessible to non-English speaking households/businesses via translation and/or links to online information.
- **Place-based outreach***. Posters and signs can be an effective way of informing people of a project. Combined with engagement, place-based outreach may include pop-ups, canvassing, participation in community events, or other efforts that provide casual interaction with the community. Social distancing requirements may limit opportunities for place-based outreach. Potential locations in Moses Lake may include: Vacant storefronts, City Hall, virtual recreation programs (Tiny Tots, exercise classes, etc.), farmer's market, golf course, boat launches, substations. Consultants can provide some graphics to support posters and signs.
- **Translation, interpretation and digital access**. Translation of key web content, print materials and interpretation at meetings will be available as needed. Staff and consultants should work with trusted advisors and community leaders to determine the most effective way of distributing materials in other languages. Digital engagement tools should be formatted for smart-phones as much as is

feasible to facilitate engagement with people who don't have easy access to fast internet. Consultants can advise on digital engagement tools that meet the above recommendations.

ENGAGEMENT

Engagement methods could include in-person and remote applications, which may be used to reach a broader audience or to comply with public health orders. Methods indicated with an * below will be led and executed by City Staff. Dots indicate which of the priority groups each engagement event is intended to reach. (Prioritize: ● Collaborate: ● Monitor for Change: ● Leverage: ●)

● ● ● **Stakeholder Group.** An advisory group of community representatives that meets with the team periodically during the planning process and helps to shape the development of the plan.

● ● ● **Interviews.** Gather in-depth feedback through scripted interviews with key stakeholders—such as community or advocacy groups—to learn more about the needs of specific populations. Interviews are typically conducted by phone or online meeting platform.

● ● **Community liaisons.** Community contacts that can assist City staff and consultants connect with people in the community, particularly those in prioritized groups.

● ● **Focus groups.** These small, facilitated discussions collect in-depth input from a variety of groups. These may be conducted by phone or online meeting platforms, and may be effective at engaging smaller groups of community members with a shared interest, such as homeowners with existing septic systems. A “meeting-in-a-box” could also enable groups to host their own discussions and record key takeaways that they then return to the City.

● ● ● ● **Community events, pop-ups, and intercepts*.** This type of engagement brings opportunities to participate out into the community, such as tabling at a Farmer’s Market, interviewing people at parks and recreation sites, or canvassing a business district. While these conversations are best held in person—particularly with hard-to-reach populations—remote methods can provide adapted approaches.

● ● ● ● **Public meetings.** Public meetings can include in-person and virtual open houses, workshops, town halls, or charettes. They invite the community to learn more about the project and provide comment, and can include interactive activities like live polling, small group discussions, and “walkshops.”

While public meetings are traditionally held in person, remote options include:

● ● ● ● **Real-time remote meetings.** Meetings may be held in real time using conferencing platforms accessed by computer or smart phone. These allow for moderated discussions, question and answer sessions, presentations, and small group discussions. Those without a smart phone can participate by dialing in with any phone and using a supplemental packet of hardcopy or digital materials made available in advance. Real-time meetings can be recorded and posted online for people to review at their convenience.

● ● ● ● **Online open house.** These are interactive platforms with which people can engage at

their convenience. Depending on the platform, they provide information with embedded opportunities for input, such as interactive maps, tools, and surveys.

- ● **Commission meetings.** City Staff and consultants will provide periodic updates to the Planning Commission throughout the project. These updates may be done remotely if public health concerns limit travel and/or in-person meetings.

ENGAGEMENT BY PHASE

Development of the HAP will occur over a series of phases lasting just over a year. Prior to each phase, the project team will use this Public Engagement Plan to develop a tactical engagement approach that identifies timelines, roles, and responsibilities. This Public Engagement Plan will adapt to evolving project and public health needs. The Project team will regularly assess objectives and equity considerations and adjust outreach and engagement to ensure community perspectives are represented.

Engagement activities indicated with an * in the table below will be executed by City staff.

Outreach Phase	Engagement Activities
<p>Phase 1</p> <p><u>Project Launch</u></p> <p>Inform stakeholder and community groups about the project and to draw out and prioritize important issues in the beginning of the process.</p> <p><i>Summer 2020</i></p>	<ul style="list-style-type: none"> ▪ Phone calls with key stakeholders ▪ Launch City-hosted website*? ▪ Social media and email communication* ▪ Mailer*? ▪ Flyers*
<p><u>Needs Assessment</u></p> <p>Identify housing needs.</p> <p><i>Summer and Fall 2020</i></p>	<ul style="list-style-type: none"> ▪ Stakeholder committee meeting to review feedback from stakeholder interviews and review broader engagement ▪ Community events* ▪ Focus group interview with homeowners regarding septic/sewer utilities issues ▪ Social media and email communication* ▪ Planning Commission update
<p>Phase 2: Draft Plan</p> <p>Draft Plan</p> <p>Share draft plan and gather feedback</p> <p><i>Winter 2020-2021</i></p> <p>Final Plan</p>	<ul style="list-style-type: none"> ▪ Stakeholder committee meeting to review phase 1 work and outline draft plan ▪ Online or in-person open house to share draft plan and gather feedback. ▪ Official notice / Mailer*?

Outreach Phase	Engagement Activities
SEPA Review	<ul style="list-style-type: none"> ▪ Flyers*? ▪ Social media and email communication* ▪ Planning Commission update
Final Plan Communicate final plan and recommendations <i>Spring 2021</i>	<ul style="list-style-type: none"> ▪ Stakeholder committee meeting to review and provide feedback on draft plan ▪ Social media and email communication* ▪ Planning Commission update(s)