

Communication Plan for Shoreline's Housing Action Plan

June 23, 2020

Introduction

This is a proposal for stakeholder outreach to support the Shoreline Housing Action Plan. The plan includes three main forms of outreach: focus groups, an online survey and an online open house. Due to COVID-19 related uncertainty about the ability to gather in person, meetings and hearings are planned to be conducted remotely. If the public health situation changes that decision may be revisited.

Focus Groups

Focus groups are small group interviews. Currently they are planned to be held remotely. Focus groups will reach the following stakeholder groups, Technical Advisors and Community Stakeholders:

- **Technical Advisors:** This group is composed of city staff, local housing providers, and others with important input to establish overall project priorities. The project team will engage the technical advisor group in three virtual meetings. The technical advisor group will be composed of up to ten members.
- The City of Shoreline will recommend and recruit members of the group. CAI and BDS will review recommended technical advisors and identify potential expertise gaps for the City to finalize the list. BDS will coordinate with the technical advisors the City recruits and recommends. CAI will participate in two of the three technical advisory group meetings.

Member	Expertise
Corinne McKisson	Program Manager at Ronald Commons
Dan Watson	KC Housing Authority Deputy Executive Director
David Maul	Architect, former Planning Commissioner
Jess Blanch	Enterprise Community Partners
Rosalie Merks	AAA Management, LLC Director of Real Estate Development
Scott Becker	Architect
Suzanne Davis	Architect, former Planning Commissioner
Colleen Kelly	Shoreline Community Services Manager
John Norris	Shoreline Assistant City Manager
Nate Daum	Shoreline Economic Development Manager
Nora Gierloff	Shoreline Planning Manager

- Technical advisor group meetings will serve the following purposes:
 - Technical advisors will provide guidance in developing housing goals and other important project direction.
 - Technical advisors will explore ideas for new housing tools, and specific issues with existing tools to be addressed. This may include identifying strategies to minimize displacement.
 - This group will also provide guidance on revisions to Shoreline’s housing element.
 - Provide guidance on appropriate community representatives for community stakeholders group meetings.
- Community Stakeholders: Stakeholders are comprised of local residents, organizations and workers who can provide lived experience with housing challenges in Shoreline. The project team will engage three stakeholder groups at least one time per group. The City may provide additional follow up with these groups.
- BDS will support recruitment by coordinating with technical advisors on suggested community stakeholders. BDS will coordinate and lead the three focus groups with community stakeholders. CAI will participate in up to one focus group.
 - Community stakeholders will provide diverse individual perspective on Shoreline’s housing needs
 - They will also provide feedback on potential housing tools under consideration

Individual interviews may supplement focus groups between meetings, as necessary to develop content. Findings from the technical advisor and community stakeholder groups will be summarized in a Stakeholder Engagement Summary and will inform the draft and final Housing Action Plan.

Online Open House

An online open house will provide information on the project to the community-at-large in both English and Spanish. The website will serve to inform the public about the project, including timeline and findings, and gather input through embedded survey questions. Recordings of City Council or Planning Commission presentations can also be posted on the site.

CAI’s in-house development team will host a website that will contain a series of five-six (5-6) pages featuring clear text and images on the project. Some survey questions will be embedded at the bottom of specific pages to gather individual

opinions about Shoreline's most significant housing priorities and potential recommended strategies and tools. These questions may allow the viewer to rank housing priorities or tools and to offer opinions about what they like or dislike about specific priorities or tools.

Pages may include the following content:

- **Project Overview.** Images and text addressing:
 - Why prepare a housing action plan?
 - What's being considered in the plan?
 - Project Schedule
 - Form allowing users to sign up for project updates (City to manage email list)
- **Ongoing Efforts.** Images and text providing an overview of Shoreline's existing housing programs and tools.
- **Project Findings.** Images and text summarizing major housing needs identified through research and in partnership with city staff. Embedded survey questions provide the ability for readers to rank their priorities and comments.
- **Content may include:**
 - Embedded maps (up to two)
 - Approximately four multiple choice questions to elicit public input and rankings on Housing Toolkit priorities.
 - One open-ended text entry field to gather additional input.
 - Brief demographic survey to gather information on open house participants

Findings from the open house survey questions will be incorporated into the Stakeholder Engagement Summary and will inform the draft and final Housing Action Plan. Additionally, the complete survey results will be provided to the City of Shoreline in an excel workbook.

The City will be responsible for sharing the open house link through its social media accounts, emails to neighborhood leaders, postcards to recent multi-family permit applicants, and a targeted mailing to multi-family rental housing. The site will remain open through the project's duration. CAI will develop site content with review and input from City of Shoreline staff. CAI will complete up to two updates of the site, including updating project findings and ongoing efforts reflecting project progress.

Visual Communication

CAST will model proposed recommendations developed in the Housing Action Plan process, then use input from policy makers, the community, and development professionals to improve the built form. CAST will test the boundaries and critical thresholds of what would be allowed and model street-level changes with easy to understand illustrations to raise public understanding and support for changes. Visual communication may be incorporated into technical advisor, community stakeholder and open house content as appropriate.

Summary Deliverables

BDS will summarize findings from focus groups in a Stakeholder Engagement Summary. The Stakeholder Engagement Summary will analyze and summarize findings from technical advisory and focus group meetings as well as the online survey. Findings will also inform the draft and final Housing Action Plan.

Presenting Findings

BDS and CAI will report on the outreach process and findings in one City Council or Planning Commission meeting. CAI will report on the overall project process in up to two additional meetings.