

City of Spokane Valley Housing Action Plan

Community Engagement Plan

Background

In 2019, the Washington State Legislature passed Engrossed 2nd Substitute House Bill (E2SHB)1923 encouraging all cities planning under the Growth Management Act (GMA) to adopt actions to increase residential building capacity. Of the options provided by E2SHB 1923 the city opted to complete a housing action plan. The Washington State Department of Commerce provided grant funding for the development of this housing action plan. Source: COSV RFP.

The goal of a housing action plan is to encourage construction of additional affordable and market rate housing in a greater variety of housing types and at prices that are accessible to a greater variety of incomes. To do this the City of Spokane Valley (COSV) will quantify existing and projected housing needs for all income levels, develop strategies to increase the supply of housing while minimizing displacement of low-income residents. [Source: E2SHB 1923.](#)

An important part of the Housing Action Plan is gathering input from the community and key stakeholders. This community engagement plan (CEP) outlines the goals, key messages, tactics, and an implementation schedule for the COSV to effectively engage its audiences for the purposes of developing its Housing Action Plan.

From an external standpoint, the community positively regards the COSV. However, like many Washingtonians, the Spokane Valley community would benefit from additional information about the current housing situation and the background on why the state passed E2SHB 1923.

The Housing Action Plan CEP is designed to engage with stakeholders and solicit their input and engage with the broader community to gather feedback and increase awareness of housing needs and opportunities in the COSV.

Due to the rapidly changing COVID-19 situation, this plan uses web-based technologies, online tools, and virtual meetings.

Outreach and engagement goals

- Integrate with COSV staff in the Housing Action Planning process
- Foster a two-way dialogue with stakeholders and community members
- Allow stakeholders and the broader community to feel heard, informed, involved, and invested
- Build trust between the COSV and the community throughout the engagement process

Key messages

- In 2019, the Washington State Legislature passed a bill (E2SHB1923) encouraging cities to adopt actions to increase residential building capacity.
- The goal of this Housing Action Plan is to encourage construction of a greater variety of housing types at prices that are accessible to a greater variety of incomes.
- When complete, the housing action plan will include information on the existing

housing stock in the COSV, projected housing needs for all income levels, and strategies to increase the supply of housing while minimizing displacement of low-income residents.

- The development of the housing action plan is funded by a grant from the Washington State Department of Commerce.

Key milestones

Q2 April-June 2020

- Project initiation
- *Deliverable 1 Community Engagement Plan 6/30/2020*

Q3 July-September 2020

- Stakeholder interviews
- Community survey #1
- *Deliverable 2 Housing Needs Assessment Report 7/30/2020*
- Council/Commission check-in #1

Q4 October-December 2020

- City magazine article due Oct. 15
- Community survey #2
- Greater Spokane Valley Chamber of Commerce informational meeting
- Council/Commission check-in #2
- *Deliverable 3 Recommended policy and code changes 12/31/2020*
- *Deliverable 4 Housing Strategies report 12/31/2020*
- *Deliverable 5 Implementation Plan 12/31/2020*

Q1 January-March 2021

- *Deliverable 6 Housing Action Plan 2/01/2021*
- Council/Commission final presentation

Q2 April-June 2021

- *Deliverable 7 Adopted Housing Action Plan 5/31/2021*

Audiences, goals, and tactics

Audience	Goals	Tactics
COSV staff	<ul style="list-style-type: none"> • Involved and invested in the plan and its outcomes • Extend engagement opportunities for staff participation 	<ul style="list-style-type: none"> • Surveys • Interviews • City Council briefings
COSV Council and Planning Commission	<ul style="list-style-type: none"> • Informed on project purpose, goals, and timeline • Opportunities to communicate with the public through engagement activities • Early understanding of public perceptions 	<ul style="list-style-type: none"> • City Council briefings • Interviews • Surveys • Email updates
COSV residents, homeowners, and landowners	<ul style="list-style-type: none"> • Allow stakeholders and the broader community to feel heard, informed, involved, and invested • Build trust between the COSV and the community throughout the engagement process 	<ul style="list-style-type: none"> • City Council briefings • Interviews • Surveys • Email updates • Project web page • Media outreach • City magazine article • “On-hold message” • Chamber event • Social media posts
Partners (e.g. County, community resource groups, housing developers and other housing related partners, Spokane Homebuilders)	<ul style="list-style-type: none"> • Involved and invested in the plan and its outcomes • Aware of opportunities to provide feedback and share information 	<ul style="list-style-type: none"> • Interviews • Surveys • Email updates • Project web page • Chamber event
Local and regional media	<ul style="list-style-type: none"> • Kept consistently updated throughout process • Informed about housing action plan purpose, goals, and timeline • Know the city is listening and wants to engage with its community • View the housing action plan as an important piece of the local planning and development 	<ul style="list-style-type: none"> • Media outreach • City Council briefings

Engagement tools

The following tools are recommended for the COSV to educate and engage with the community throughout the housing action plan development. The format or list may

change in response to COVID-19.

Project materials

- Display or presentation materials (e.g. PowerPoint)
- Informational fact sheet in translated languages
- Materials posted on the city's web page
- News releases for local newspapers at key milestones (local media covers city news with weekly and monthly papers and a weekly podcast)
- City magazine (published twice-annually, mailed to all 50,000 households)
 - Oct. 15, 2020 content deadline for November publication; notify Jeff of page requirements, use ECONorthwest graphics
- "On hold messages" play when people call the City, updated quarterly
- Stakeholder lists (COSV has developed)

Web-based tools

- Project-specific public facing web page that includes all project materials, engagement opportunity information, project contact information (email and distribution list sign up), and is regularly updated
 - COSV homepage banner to drive traffic to project page
 - Host web page on city website platform
 - Sample web pages
 - [City of Spokane Housing Action Plan project web page](#) – Project fundamentals
 - [City of Tacoma Affordable Housing Action Strategy project web page](#) – 30 second overview video
 - [City of Lynnwood Housing Action Plan project web page](#) – embedded survey link
- Email updates using existing distribution lists for project updates and engagement opportunities (Existing listservs include media list, Comprehensive Plan update distribution list, Bicycle and pedestrian plan distribution list, developers forum list, City Planner list)
- Online surveys to share information and request public feedback at key project milestones
- Social media posts at key milestones and to solicit participation in online engagement activities
 - Facebook, 4,000 followers; ability to boost posts
 - Twitter, 1,000 followers
 - LinkedIn: 1,150 followers

- Instagram: 375 followers

Events

- Stakeholder interviews
- City Council and/or Planning Commission meetings – online and recorded
- Existing city-sponsored community events – online and recorded
 - Greater Spokane Valley Chamber of Commerce informational meetings (target third or fourth quarter; Chamber does Zoom meetings in lieu of in-person)

Roles and responsibilities

Maul Foster & Alongi's (MFA) communications staff, led by Charla Skaggs and Kate Elliott, will develop and assist with the implementation of this community engagement plan and related materials and content.

City staff will be responsible for distributing notification letters and emails, posting web content, repurposing drafted content for social media posts, translating materials, serving as the primary point of contact for general public inquiries, and managing event and media relations including developing and distributing news releases and responding to media inquiries.

As the community engagement plan is implemented, responsibilities for specific tasks will be determined through ongoing conversations, recognizing budgetary and time limitations for city staff.

Outreach tactics and schedule

(Schedule and tactics for planning purposes only and subject to change)

Month	Outreach Tactics	Roles
2020		
June	<ul style="list-style-type: none"> • Draft and final community engagement plan • Stakeholder identification 	<ul style="list-style-type: none"> • MFA draft, city review • City lead
July	<ul style="list-style-type: none"> • Develop project web page and record “on hold message” • Stakeholder interviews • Email/web update to describe housing action plan purpose, need, and process • Community information web page and survey #1 about housing needs assessment • Media outreach regarding survey #1 • Council/Commission check-in #1 – PowerPoint Presentation 	<ul style="list-style-type: none"> • City lead • MFA conduct • MFA draft content • MFA draft content • City lead • City lead
August	<ul style="list-style-type: none"> • Email/web update sharing housing needs assessment report findings and feedback • Media outreach regarding findings 	<ul style="list-style-type: none"> • MFA draft content • City lead

Month	Outreach Tactics	Roles
September		
October	<ul style="list-style-type: none"> • City magazine article, content due Oct. 15 • Community information web page and survey #2 about policy and code changes • Media outreach regarding survey #2 	<ul style="list-style-type: none"> • MFA draft content • MFA draft content • City lead
November	<ul style="list-style-type: none"> • Email/web update sharing policy and code changes feedback • Council/Commission check-in #2 – PowerPoint Presentation • Media outreach regarding findings 	<ul style="list-style-type: none"> • MFA draft content • City lead • City lead
December	<ul style="list-style-type: none"> • Email/web update sharing housing strategies report findings and implementation plan strategies • Media outreach regarding findings 	<ul style="list-style-type: none"> • MFA draft content • City lead
2021		
January	<ul style="list-style-type: none"> • Email/web update sharing draft housing action plan • Media outreach regarding draft housing action plan 	<ul style="list-style-type: none"> • MFA draft content • City lead
February	<ul style="list-style-type: none"> • Council/Commission check-in #3 – PowerPoint Presentation 	<ul style="list-style-type: none"> • City lead
March	<ul style="list-style-type: none"> • Email/web update sharing final housing action plan and feedback received • Media outreach regarding final housing action plan and feedback received 	<ul style="list-style-type: none"> • MFA draft content • City lead
April	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •
May	<ul style="list-style-type: none"> • Email/web update announcing plan adoption • Media outreach regarding final plan and adoption 	<ul style="list-style-type: none"> • City lead • City lead

COVID-19 implications for engagement

Social distancing measures enacted during the COVID-19 outbreak have significant implications on the outreach processes outlined in this community engagement plan. As of mid-June, the situation is still rapidly evolving. MFA and city staff will coordinate regularly and follow all government-recommended measures to discourage in-person gatherings of people to help reduce the spread of the virus.

Although the duration and intensity of social distancing measures continues to change, this plan assumes no in-person gatherings of 10 or more people through summer 2020.