

Spokane Neighborhoods Community Assembly

“Provide a vehicle to empower Neighborhood Councils’ participation in government”

Meeting Agenda for Thursday February 2, 2017

5:30 to 8:00pm – West Central Community Center, 1603 N Belt



Proposed Agenda Subject to Change
Please bring the following items:
*Community Assembly Minutes: January 2017

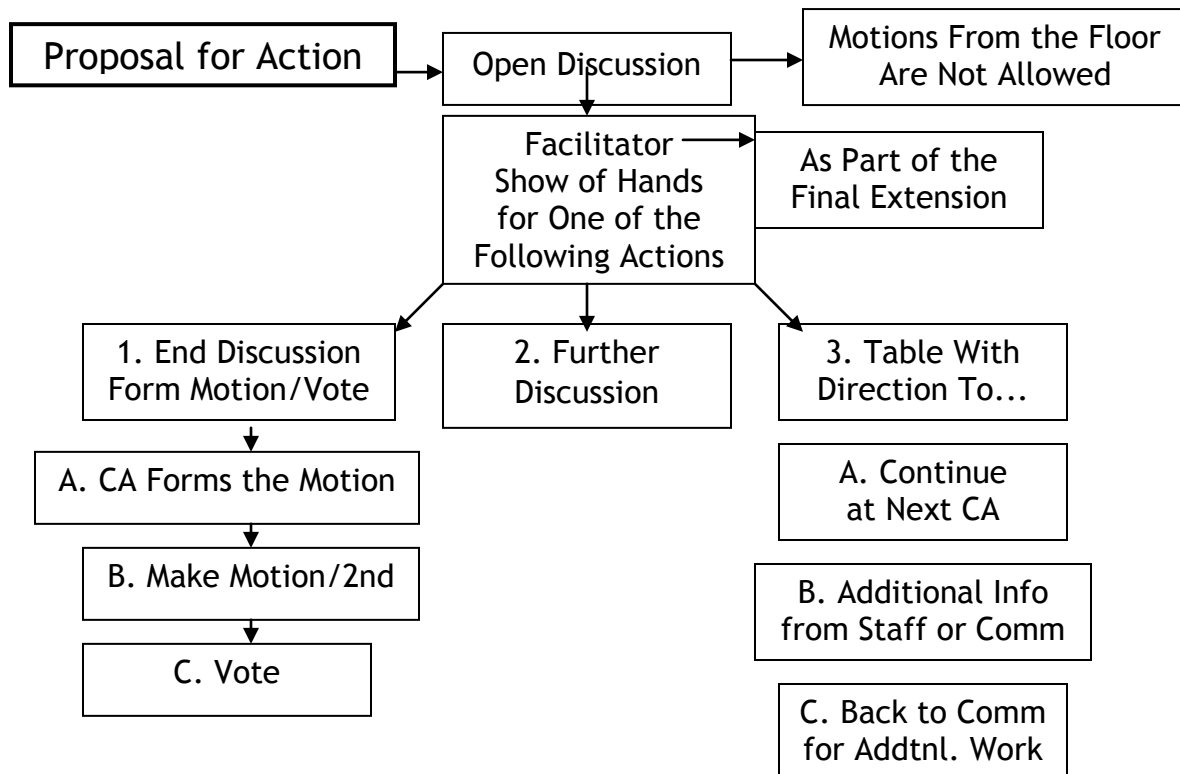
AGENDA ITEM	Presenter	Time	Action	Page No.
Introductions	Facilitator	3 min–5:30		
Proposed Agenda (incl. Core Values, Purpose and CA Calendar)	Facilitator	2 min–5:33	Approve	1
Approve/Amend Minutes ▪ December 2016	Facilitator	5 min–5:35	Approve	4
OPEN FORUM				
Reports/Updates/Announcements	Please Sign Up to Speak!	5 min-5:40		
LEGISLATIVE AGENDA				
City Council ▪ Update	Councilmember	5 min-5:45	Oral Report	
Design Review Board Liaison ▪ Center and Corridors	Kathy Lang	10 min-5:50	Oral & Written Report	10
Comp Plan Update ▪ New Center Designations ▪ New Corridor Designation	Lisa Key, Planning Director	30 min-6:00	Presentation/ Q&A	
Retreat ▪ Agenda	Kelly Lotze	10 min-6:30	Oral Report	
Comp. Plan Review by CA	Seth Knutson	10 min-6:40	Presentation/ Q&A Vote	
Design Review Boards for Neighborhood Councils	Colleen Gardner & Greg Francis	15 min-6:50	Presentation/ Q&A Vote	12
Building Stronger Neighborhoods ▪ Marketing Budget Proposal ▪ Update on 2017 Training	Tina Luerksen	10 min-7:05	Presentation/ Q&A Vote	13
Budget ▪ Update on Training and Timeline	Kathryn Alexander	5 min-7:15	Oral & Written Report	31
Liaison Committee ▪ Urban Forestry Liaison	Paul Kropp	10 min-7:20	Presentation/ Q&A	32
ONS/Code Enforcement ▪ District Model	Heather Trautman	15 min-7:30	Oral Report	
Administrative Committee ▪ Joint CA/CC mtg dates/locations ▪ CA Roles	Seth Knutson	5 min-7:45	Oral & Written Report	33
CA Roundtable	CA Reps	10 min-7:50	Discussion	
OTHER WRITTEN REPORTS				
CA Facilitator Position Description	Admin Committee			36
Land Use Committee January Minutes	Land Use Committee			37
PeTT Committee Policy's & Procedures	Paul Kropp			40
WSDOT Community Engagement	Paul Kropp			43

What is Placemaking	Paul Kropp			42
CACD February Agenda	CACD Committee			45

** IF YOU CAN'T MAKE THE MEETING, PLEASE SEND YOUR ALTERNATE!!!! **

a. CA Rules of Order:

- i. To speak at a meeting, a person must be recognized by the facilitator only one person can be recognized at a time. Each speaker has one minute. When all who wish to speak have been allowed their time, the rotation may begin again.
- ii. When a proposal for action is made, open discussion will occur before a motion is formed by the group
- iii. As part of the final time extension request, the Facilitator will request a show of hands by the representatives at the table to indicate which of the following actions the group wants to take.
 1. End discussion and move into forming the motion and voting.
 2. Further Discussion
 3. Table discussion with direction
 - a. Request time to continue discussion at next CA meeting.
 - b. Request additional information from staff or CA Committee
 - c. Send back to CA Committee for additional work



Community Assembly Core Values and Purpose

CORE PURPOSE:

Provide a vehicle to empower neighborhood councils' participation in government.

BHAG:

Become an equal partner in local government.

(This will be further expounded upon in the Vivid Description. What does this mean to you?)

CORE VALUES:

Common Good: Working towards mutual solutions based on diverse and unique perspectives.

Alignment: Bringing together the independent neighborhood councils to act collectively.

Initiative: Being proactive in taking timely, practical action.

Balance of Power: Being a transparent, representative body giving power to citizens' voices.

VIVID DESCRIPTION:

The Community Assembly fulfills its purpose, achieves its goals, and stays true to its core values by its members engaging each other and the community with honest communication and having transparent actions in all of its dealings. Community Assembly representatives are knowledgeable and committed to serving their neighborhood and their city as liaisons and leaders.

The Community Assembly initiates and is actively involved early and often in the conception, adoption and implementation of local policy changes and projects. The administration and elected officials bring ideas to the Community Assembly in the forming stages for vetting, input and participation. The Community Assembly is a valuable partner to these officials and neighborhoods in creating quality policy & legislation for the common good.

The Community Assembly stimulates participation in civic life among our residents. Citizens that run for political office will believe in the importance of partnering with the Community Assembly and neighborhood councils. Those candidates' active participation and history with neighborhoods contributes to their success, enhancing successful partnerships between the Community Assembly and local government.

Community Assembly Meeting Minutes

January 5, 2017

1. Proposed Agenda

- a. Approved with edit to switch Land Use and Comp Plan Updates so that Comp Plan Updates by Kathryn Alexander occurs first.

2. Approve/Amend Minutes

- a. Approve as amended
 - a. Add Comstock as in attendance at December CA Meeting.
 - b. Mindy Muglia name was incorrectly spelled in the December minutes.
 - c. Audubon-Downriver has a “-” not a “/”

3. Reports/Updates/Announcements

- a. Fran Papenleur, Audubon-Downriver
 - i. Circulated get well cards for Rod for his surgery for the CA membership to sign.
- b. Andy Hoye, Southgate
 - 1. Andy wishes to meet with NCs that have 501(c)3 status to discuss how NC bylaws relate to that. Contact him for details.
- c. Tina Luerssen, Grandview/Thorpe
 - i. Retreat looking to do another handbook training for all new people in NCs and have binders for those new people.

4. City Council, Updates

- a. No councilmember was present to provide an update.

5. Admin

- a. Seth Knutson, Cliff/Cannon
 - i. Discussion to have a professional facilitator for Community Assembly meetings.
 - 1. CA could look for a qualified volunteer facilitator or look into the cost of hiring one.
 - 2. CA procedures states independent facilitators should facilitate meetings, and ONS facilitates only in their absence. ONS staff and neutral facilitators each have benefits and disadvantages.
 - ii. Admin committee puts together a request for information including a scope of work to seek out bids for professional facilitators for the Community Assembly.

Approve: 19

Oppose: 3

6. 2017 CA Committee Goals and Interaction

- a. Tina Luerssen, Grandview / Thorpe
 - i. The CA should discuss Standing Committee goals for 2017. Options include:
 - 1. 20-30 minutes at each regular CA meeting for one committee.
 - 2. Do committee work / goal setting at Retreat.

- Work with Committees to narrow down to most important goals.
Keeps CA connected to committees.
- 3. As Retreat planning has already started – could set up a plan for 2-3 committees engaged at each round table session.
- 4. Discussion rolled into retreat discussion.

7. Retreat

- a. Kelly Lotze, Browne's Addition
 - i. Jay Cousins wants to have someone else replace him on Retreat Committee.
 - ii. Retreat Framework
 - 1. Dawn Kinder with CHHS to discuss CDBG
 - 2. Jason Swain (facilitator) to discuss collaboration between NCs
 - ONS has funds for one facilitated retreat.
 - CA will have to pay for a 2nd facilitated retreat.
 - 3. Steve Corker to discuss legislative issues.
 - 4. A Retreat could focus on committee goals.
 - Committees would have to submit goals to Retreat Committee in advance
 - iii. Straw poll - February Retreat – Committee Goals discussed at that meeting. 19 approve.
 - 1. Next CA meeting is a few days before retreat. CA will not have opportunity to review, but Retreat Committee will determine schedule given that majority supports Committee goals discussion.

8. ONS / Code Enforcement

- a. Katie Myers, ONS
 - i. [Traffic Calming](#) 101 on Jan 19 at WCCC 5:30 – 7:30.
 - 1. Council promoting collaboration between NCs, business districts, school districts, etc for larger projects.
 - ii. Budget training dates depend on staff availability.
 - iii. Staff Changes – Rod out for surgery, Suzanne retiring, Charlie “offer he couldn’t refuse” in Seattle
 - iv. Heather will update the CA regarding the District Model next month.

9. CA / Community Development

- a. Fran Papenluer, Audubon-Downriver
 - i. CACD's executive team met with CDBG staff in CHHS and developed plan for year.
 - 1. Timeframe substantially abbreviated – see [packet](#).
 - 2. Priority survey – public safety was top concern, but CACD will engage with NCs to determine other priorities.
 - 3. Trainings in February – each NC should send a representative!
 - 4. CDBG funding amounts for the city / neighborhoods will not be known until HUD determines allocation in July.

5. Funds not necessarily restricted based on NC income – collaboration can move outside of those restrictions. NCs without allocations can still be at the table and have a voice in this and benefit from it.
6. Deadline for application going to shorten to June 30th instead of end of the year.

10. Liaison Committee

- a. Kathy Lang, CA Liaison to the Design Review Board
 - i. Link to page in updated packet.
 - ii. Kathy hopes to visit each NC – please add Kathy’s email to your NC meeting invite list so she can start scheduling to attend meetings.
 - iii. DRB meets twice a month. January 11th meeting is cancelled. Will review KXLY building in Southgate at next mtg. Kathy will report at the next CA meeting.
 1. CA would prefer that Kathy try to present in person to CA, and requests that she submit one page summaries for the packet.

11. Budget

- a. Kathryn Alexander, Bemiss
 - i. Total budget report not ready yet for 2016 as not enough surveys returned.
 1. \$3,300 remaining – due largely due to facilitator not being encumbered with 2016 funds.
 2. CA purchased equipment for NC checkout – PA system, tents, tables, chairs.
 3. Error in report in packet – Rockwood stated not spent money in report, it was Riverside.
 - ii. Fire Department had stated they would get 1 or 2 AEDs to ONS for NCs to check out for events. If SFD cannot donate AEDs – would Budget Committee be able to allocate funds for that?
 - iii. Budget Committee applications not ready yet. Soon.
 - iv. Proposal for speaker, Chuck Wolfe author of Seeing a Better City, on March 18th from 1-3pm at TBD location. Will talk about how residents can improve neighborhoods to draw people to them.
 - v. Vote to support bringing in the guest speaker Chuck Wolfe.

Approve: 4

Oppose: 16

Abstention: 2

12. Community Court

- a. Brianne Howe, Community Court
 - i. Initiative info in [packet](#).

- ii. Misdemeanor court to solve problems – better way to handle issues that come up through collaboration with SPD, community groups by addressing why crime is occurring and connect offenders with services.
 - 1. E.g. – downtown hotspots – community court collaborated with SPD and downtown businesses to achieve 37% reduction in quality of life crimes.
 - 2. Nationally recognized program due to collaboration and wraparound services.
- iii. Grant to continue and expand work beyond just downtown.
 - 1. Community Court would like every neighborhood to have a voice and interest to expand court into a NC/community.
 - Each area will have different issues – will work with existing services.
 - Grant is \$200,000 for 2 years from Bureau of Justice and Center for Court Innovation.
 - Community Court will only expand to one new area under the grant.
 - 2. Contact Adam W. Papini, Assistant City Prosecutor with Community Court for more info on how the Community Court could expand into your area. apapini@spokanecity.org or 835-5988 or 835-5958.

13. Comprehensive Plan Update

- a. Kathryn Alexander, Bemiss
 - i. See p. 26 in [packet](#).
 - ii. Concern that Neighborhood sections removed from the Comp Plan or added to the appendix. Each NC is unique and should be represented in the Comp Plan. References to DRB, NC input gone.
 - iii. Lisa Key with Planning Department – the Planning Department recognizes and values neighborhoods. Neighborhoods are still prominent throughout the Comprehensive Plan. Revisions were attempted to streamline the document. 500 pages and inaccessible to average citizen, and if could be streamlined and made more approachable more people would read and engage with it. Recommendations came from a number of focus groups with very engaged people with substantial representation from CA and other groups involved in community. All comments received are seriously considered and evaluated. There is no intent to minimize the importance of neighborhoods in the plan revisions and NCs still have a prominent role. The update process continues to be open and comments are still being accepted. Workshops will be held with the Planning Commission. The updates will begin to be presented to city council next week with workshops during their study sessions. The updates will go to hearing either at end of February or first Planning Commission meeting in March. Then the state will review and return the updates to City Council to take comments

again. The public has the opportunity to provide written comments and testify at Planning Commission and to City Council.

1. Language where citizen changed to customer only used in situations where citizens are treated as customers by city agencies.
- iv. Concern that these comments have not gone through Land Use Committee process and come from Land Use Committee.

14. Land Use

a. Greg Francis, Land Use Committee

- i. LUC has not had specific direction from the CA to review the Comp Plan.
 1. LUC did review 3 chapters – Comp Plan goes well beyond land use. LUC focused on land use, neighborhood, and implementation chapters.
 2. Did not look at transportation chapter because in draft form still.
- ii. LUC met with Planning Department staff. The biggest challenge was the different interpretations of every comment and modification. LUC could not identify specific items to submit as a committee so individuals in LUC submitted their own individual comments – it is hard to submit comments as the Community Assembly for the same reason. A larger general comment was submitted by LUC – overarching concerns Kathryn submitted were combined with this comment.
 1. Motion - The combined verbiage from land use (The Community Assembly believes that Spokane's Comprehensive Plan should be accessible to all residents of the city. It is our belief that the elimination or substantial truncation of the discussion text throughout the Comprehensive Plan will reduce the understandability of the comp plan to many residents. As such, we strongly recommend that the city preserve the discussion text because it improves the clarity of related policies) and the following be submitted to the Planning Dep. of City of Spokane:
 - Neighborhoods seem to be removed throughout the plan, including references to neighborhood planning.
 - The apparent change of the document from a visioning document to a planning document may decrease reader involvement and make it more difficult to access for residents and neighborhood councils.
 - The language changing citizens to customers does a disservice to residents.
 - The removal of redundancy and examples reduce clarity and in many cases remove the visionary aspect of the plan.
 - A shared concern that the elimination of examples makes it more difficult for residents to understand not easier.

Approve: 17

Oppose: 0

2. All other language recommendations should be submitted as individual comments external the CA.
- iii. Please attend open meetings for City Council study sessions to listen to dialogue (no public comments during those meetings).
- iv. How easy is yearly update? Usually not text updates – the next major update will occur in 8 years. Annual updates are generally zoning maps, etc. type changes. The City can bring forth amendments on an annual basis.

15. CA Roundtable

- a. Doug Prendergast, Northwest
 - i. Concerned that political campaigning should not occur at CA. People should represent their neighborhoods, not candidates or other external politics or policies.
 1. Discouraging certain speech is a slippery slope.
 2. Should respect the opinions of individuals at the table and make our own assessments of personal opinions. Treat each other like adults and be respectful of differences of opinions. Keep the focus on neighborhoods.

23 Reps Present

In Attendance: Audubon-Downriver, Bemiss, Browne's Addition, Chief Garry Park, Cliff/Cannon, Comstock, East Central, Emerson/Garfield, Grandview/Thorpe, Lincoln Heights, Logan, Manito/Cannon Hill, Minnehaha, Nevada Heights, North Hill, North Indian Trail, Northwest, Peaceful Valley, Rockwood, Shiloh Hills, Southgate, West Hills, Whitman

Not in Attendance: Balboa/South Indian Trial, Five Mile Prairie, Hillyard, Latah/Hangman, Riverside, West Central

Design Review Board
January 25, 2017
Southgate KXLY Development
Program Review / Collaborative Workshop

Community Assembly Liaison Report

Respectfully submitted January 30, 2017
Kathy Lang, Design Review Board Community Assembly Liaison.

The January 25, 2017 DRB meeting was attended by the following board members.

Austin Dickey, Architect, Board Chair	David Buescher, Arts Commission
Charlene Kay, Civil Engineer	Ryan Leong, Real Estate Developer
Ted Teske, Citizen at Large	Anne Hanenburg, Landscape Architect
Kathy Lang, Community Assembly Liaison	

Introduction

As part of the Southgate Integrated Site Plan, the KXLY development is the second of three projects to be completed in the Southgate neighborhood at Regal Street and the Palouse Highway. The Southgate KXLY Development was presented to the Design Review Board by the applicant, Gary Bernardo and Mike Stanicar of Bernardo Wills Architects. This is the first of at least two Design Review Board meetings for this project. Future meeting dates are to be determined.

The goal of the January 25, 2017 meeting was to review preliminary information about the project prior to submittal of building permit applications. The focus of this meeting included consideration of the project's alignment with the Southgate Integrated Site Plan, the KXLY Development Agreement, and the 2002 Design Standards and Guidelines for Centers and Corridors. These documents can be found on the Southgate Neighborhood Council's webpage at www.southgatespokane.org, see Neighborhood Planning and Land Use. Additional Southgate Area Development information can be found on the City's website at <https://my.spokanecity.org/projects/southgate-area-development/>.

Public comments were received via email prior to the meeting or were presented at the meeting. The Southgate Neighborhood Council submitted written comments on the project proposal. All comments were entered into the record. Because automobile traffic impacts are generally outside the Design Review Board's purview, such comments were also provided to the City's Engineering and Current Planning departments.

Recommendations

Based on review of the materials submitted by the applicant and discussion during the January 25, 2017 Collaborative Workshop, the Design Review Board recommends the following.

General Recommendations

- The Board has no concerns with the proposed alternative zoning strategies.

Note: The applicant presented two Alternative Zoning Applications. These applications requested approval for 1) changes to the fencing and screening that borders the site on its north, south, and west sides and 2) changes to the established plans for on-street parking along Regal Street. These alternative zoning strategies were reviewed and accepted by the Board. Additional information on these Alternative Zoning Applications can be found at www.southgatespokane.org, see Neighborhood Planning and Land Use.

Neighborhood Recommendations

- Applicant to provide additional detail on what is proposed for the pedestrian paths between the playfields and the development site.
- Applicant to pursue a mid-block, enhanced pedestrian crossing that strives to align with the proposed grid across Regal south of the Palouse Highway intersection in order for the proposal to evolve into an urban district per Section 5.6 of the Development Agreement.
- Applicant to work with STA to determine how to best incorporate the future High Performance Transit stop into the development.

Site Recommendations

- Applicant to look into opportunities to provide either additional site trees and/or provide select trees of greater size in lieu of saving the two existing ponderosa pines which are in poor health and may be difficult to save.
- Applicant to provide a landscape separation at the north end of the “ribbon park” between the curb and sidewalk at Regal.
- Applicant is requested to provide innovative, alternative Low Impact Development (LID) solutions.
- Applicant to provide additional detail on hardscape throughout the project on planned pedestrian connectivity within the parking lot and along Regal, including strategies that enhance the pedestrian environment.

Building Recommendations

- The Design Review Board requests the applicant, before the next meeting, defines whether Pad “E” will be in phase I or II.
- Applicant to provide better screening of Pad “A” along the south façade.
- Design Review Board agendas and minutes can be found <https://my.spokanecity.org/bcc/boards/design-review-board/>.

Preliminary discussion regarding DRB for Neighborhoods

Meeting held Nov 8, 2016

In attendance: Colleen Gardner (out going DRB CA liaison) Greg Francis (current Plan Commission CA liaison), Lisa Key (City Planning Director)

Talking points CA meeting Jan 2017

- Current atmosphere does not allow for Planning resources to initiate any further explorations of this issue at this time
- Task to great to undertake trying to establish a workable DRB for 29 neighborhoods
- One size does not fit all
- Resources not available to enforce
- Already have in place rules that govern design with respect to Shoreline, Public spaces ,Downtown, Centers/Corridors, and Departures
- Most codes currently in place would address concerns of Neighborhoods
- Explore other options by working with Colleen, Greg, Planning and CA Standing Committee (s)

Potential ideas:

Survey: to identify top three areas of concerns for NC

Design a workshop for NC to explore FAQ

Planning work with developers to better meet needs of NC with input from NC

Combined workshop w/NC/Developers

Compile briefings from NC that have had success in their dealings with Developers:

1. Chief Garry Park
2. West Hills
3. Peaceful Valley
4. Logan
5. Southgate

Community Assembly Committee:
Building Stronger Neighborhoods
1/23/2017 12:00PM
Vessel coffee, 2823 N Monroe

Members present: EJ Iannelli (Emerson-Garfield), Tina Luerssen (Grandview/Thorpe), Kelly Lotze (Browne's Addition), Taylor Phillips (Emerson-Garfield), Jarren Long (Nevada Heights), Chris Flanagan (Manito/Cannon Hill)
ONS staff liaison: Katie Myers

- Committee Business
 - Review Goals to present to CA at Retreat on Feb. 11th:
 - Plan and execute 5 Trainings, with a goal of one Training every-other-month, excluding the summer months.
 - Hold 2 Handbook Trainings, or as requested. First Handbook Training will be Monday Feb. 6th.
 - Hold more specific/in-depth Trainings on Social Media. Facebook 101 Training on Monday March 20th.
 - Other Trainings as requested/able.
 - Identify Marketing Opportunities (i.e. Inlander & Spokesman calendar listings, other print/radio/tv/online promotional opportunities) for Neighborhood Councils. Create a “tool kit” listing these opportunities and distribute to NCs.
 - Marketing: Refine BSN Committee's role in Neighborhood Council & Community Assembly Marketing
 - As CA Budget allows, publish print ads for Neighborhood Council events.
 - Review Marketing Costs:
 - Taylor presented pricing for The Inlander:
 - \$35 for small ad in the “Bulletin Board”.
 - \$106+ for small ad in weekly publication.
 - \$516+ for small ad in Annual Manual.
 - Deadlines for AM: 7/28 Reservation, 7/31 Ad Copy, 9/5/17 Annual Manual Distribution.
 - Katie presented 2016 pricing for The Spokesman-Review:
 - Huge variance in cost depending on what day of the week/section of the paper/frequency/digital-vs-print ads.
 - \$60-100 per Digital (online) Ad
 - \$82-900 per Print Ad
 - Committee consensus that print is more valuable than digital for the S-R demographic. Suggestion to use the Voice sections on Thursdays for a more localized target.
 - EJ presented options for advertising with KXLY television:
 - Recommended option is a 2-week “blitz” rather than to spread out smaller ads over a longer period. \$2500

would include 40 30-second spots during Good Morning Northwest, as well as the 5:00, 6:00 and 6:30 evening news, along with Newsbrief billboards (“This portion of KXLY has been brought to you by _____”).

- Also online video and banner ads, which can be tailored to target specific neighborhoods. \$1000 for a 2-week campaign.
 - Kelly found pricing of \$215.00 per 100 canvas tote bags. These would be great advertising/conversation starters/informational pieces that could be given away at NC events (block parties, farmers markets, etc).
 - Chris asked about Spokane Public Radio as well. He will get advertising rates and send them to EJ.
 - EJ will put together a proposal with all of this rate information, which Tina will present to the CA at the February 2nd meeting for budget request.
- Education & Outreach
 - CA Handbook Training: Scheduled for Monday, February 6th at 6:30pm. EJ will secure a location on the lower northside. If we have a large turnout expected, Tina may break off the southside neighborhoods and find a closer location for those attendees. Tina will present this date at CA, and will contact those NCs which we know have had recent turnover in leadership.
 - Facebook Training Workshop: Scheduled for Monday, March 20th 6-8pm at City Hall, Room 614 (computer lab). EJ & Katie will lead this training; Tina will present this date at CA.
- Topics for next meeting:
 - Review Spokane Public Radio information.
 - Review CA Budget Proposal
 - Review Handbook Training
 - Draft Agenda for Facebook Training.
 - Begin work on Toolkit for NC Marketing/Free Advertising Opportunities.

Next meeting: Next regular meeting will be on Monday, February 27th. 12pm at Vessel Coffee Roasters, 2823 N. Monroe.

Building Stronger Neighborhoods • 2017 Marketing Budget Proposal

The Building Stronger Neighborhoods (BSN) committee is proposing an allocation of roughly **\$6,500** for marketing efforts in 2017. Please take the next few moments to pick yourself up off the floor.

This money would be used toward conventional advertising across a variety of media with the goal of raising awareness about the Community Assembly (CA) and the neighborhood council system, the individual neighborhood councils, and the steps to become involved.

Background

This proposal is based on the estimated cost of print ads placed with *The Inlander* and *The Spokesman-Review*, TV ads with KXLY, radio ads with Spokane Public Radio, and tote bags for distribution at outreach events. Each of these items can naturally be taken à la carte and the available pot of funds distributed among fewer outlets. The historical marketing dilemma for limited budgets is spread versus saturation.

Bear in mind that the specific costs are impossible to determine without additional parameters. Such parameters include the desired size of the ads, the time of day or year when they will be broadcast or printed, full color or monochrome printing, professional ad design and layout, and so forth. All of this will need to be discussed and determined by BSN with input from the CA. The items outlined in this proposal are therefore meant to serve as a ballpark guide to the level of funding that would be necessary to advertise effectively.

Estimated Cost Breakdown

1. BSN found the following 2017 *Inlander* rates (see attached sheet):

- \$35 for a small ad in the “Bulletin Board”
- \$106+ for an ad in the weekly print publication
- \$516+ for an ad in the *Annual Manual*

Our committee felt that a quarter-page ad (\$1,002) in the event- and activity-oriented *Annual Manual* would see the longest shelf life. Placing one or two visible, 3-unit ads (\$318 ea.) in special weekly issues like Fall Arts or Cheap Eats over the course of the year would also be advisable. **Approximate cost: \$1,638**

2. After reviewing *The Spokesman-Review's* extensive 2016 rate sheet (attached), our committee felt that about 20 weeks of recurring ads in "The Voice" section (approximately \$27.17, possible frequency discount) would strike the most effective balance between cost and audience. We did not feel that the *Spokesman's* digital advertising (\$60 to 100 per online ad) would reach our target audience.

Approximate cost: \$550

3. The Spokane Public Radio rate sheet (attached) arrived after our meeting. However, the committee agreed that advertising through this channel would be valuable in engaging a civic-minded audience. The premium tier—two spots per week during commuter hours ("drive time")—for six months would cost \$1,352. This is the committee's recommended estimate. **Cost: \$1,352**

4. KXLY television prepared a custom recommended campaign (attached) for BSN's review. The two-week TV campaign would feature a total 40 spots including:

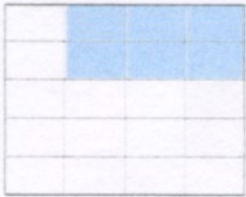
- 30-second spots on Good Morning Northwest
- 30-second spots on KXLY 4 5:00, 6:00 and 6:30 evening news
- "News brief billboards" (e.g., "KXLY 4 news is brought to you by...")

at a cost of \$2,430 per month. Our committee felt that this method would be highly effective in terms of both audience and message, but owing to the high cost we would only recommend a single two-week campaign for the entire year. **Cost: \$2,430**

5. BSN found pricing of \$215 per 100 canvas tote bags branded with visuals and info about Spokane neighborhoods (e.g., a citywide neighborhood map). We would recommend approximately 300 canvas tote bags to start. **Cost: \$645**

Summary

In closing, please bear in mind that effective advertising is expensive, and the total budget is directly proportional to reach and impressions. A citywide campaign of this kind could—but, of course, is not guaranteed to—lead to much broader awareness of neighborhood councils and encourage the increased participation that makes them far more robust.

	20 UNITS - \$2120 9.3" wide x 11" tall		16 UNITS - \$1696 7.4" wide x 11" tall		15 UNITS - \$1590 9.3" wide x 8.2" tall		12 UNITS (V) - \$1272 5.5" wide x 11" tall		12 UNITS (H) - \$1272 7.4" wide x 8.2" tall		10 UNITS - \$1060 9.3" wide x 5.4" tall		9 UNITS - \$954 5.5" wide x 8.2" tall
	8 UNITS (H) - \$848 7.4" wide x 5.4" tall		8 UNITS (V) - \$848 3.6" wide x 11" tall		6 UNITS (H) - \$636 5.5" wide x 5.4" tall		6 UNITS (V) - \$636 3.6" wide x 8.2" tall		5 UNITS - \$530 9.3" wide x 2.6" tall		4 UNITS (H) - \$424 7.4" wide x 2.6" tall		4 UNITS (V) - \$424 1.7" wide x 11" tall
	4 UNITS (S) - \$424 3.6" wide x 5.4" tall		3 UNITS (H) - \$318 5.5" wide x 2.6" tall		3 UNITS (V) - \$318 1.7" wide x 8.2" tall		2 UNITS (H) - \$212 3.6" wide x 2.6" tall		2 UNITS (V) - \$212 1.7" wide x 5.4" tall		1 UNIT - \$106 1.7" wide x 2.6" tall		

ADVERTISING DEADLINES

SPACE RESERVATION Thursday, 3pm
(seven days prior to distribution date)
AD COPY DUE Friday, Noon
(six days prior to distribution date)

SPACE CANCELLATION Friday, 5pm
(six days prior to distribution date)
E-MAIL ADS TO design@inlander.com

PREMIUM POSITION

Premium advertising space (located on pages 3-19) sells for 12% above list price, and page 2 and back cover are 20% premium. Premium positions are sold on a first come, first served basis.
- Check with your account executive for availability.

INSERT ADVERTISING

Insert advertising is available.
Contact your Account Executive for details.
* Rates Effective 01/01/17
All prices per insertion

• PRICES LISTED ARE PER INSERTION AND INCLUDE ADVERTISEMENT DESIGN, PRODUCTION, AND FULL PROCESS COLOR •

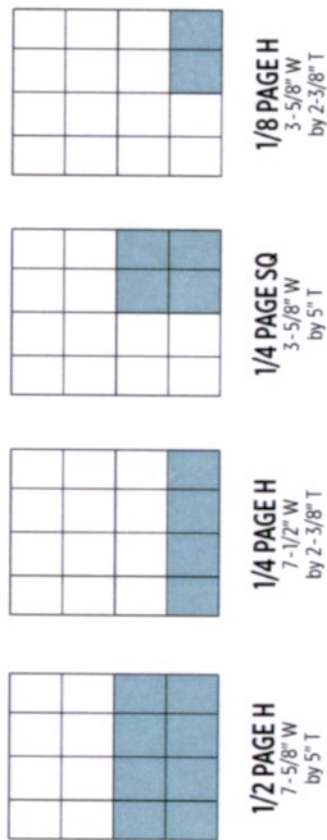
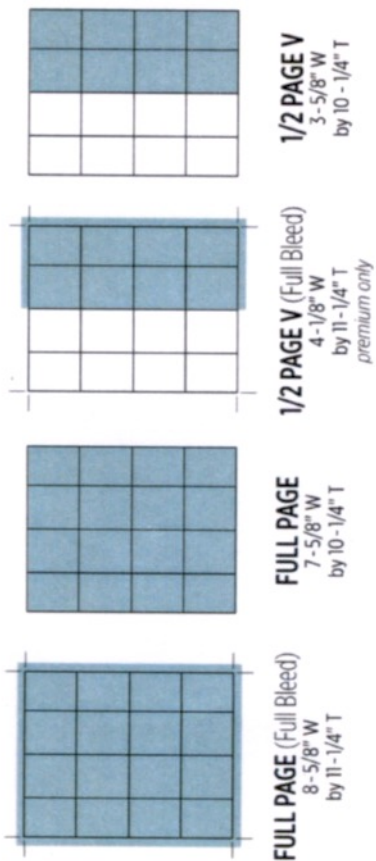
STANDARD POSITIONS	2 PAGE SPREAD	FULL PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE	1/12 EVENT
STANDARD RATE	6489	3817	2291	1336	802	516
ADVERTISER RATE	4867	2863	1718	1002	602	310

PREMIUM POSITIONS	BACK COVER	PAGE TWO	PAGE THREE	2 PAGE SPREAD	FULL PAGE	HALF PAGE
STANDARD RATE	5153	4772	4581	7268	4390	2558
ADVERTISER RATE	3865	3579	3436	5425	3293	1919

• All premium position advertising is subject to availability

Standard premium positions for two-page, single page and half page are available on pages 4-19, as editorial section intros and on the inside back cover. (The back cover & pages two and three have a set prices)

Premium half page ads should be designed full bleed and run in a vertical format - one half page only per section.



1/12 EVENT 2-6/16" W by 2-1/4" T (event section only)

AD PRODUCTION:

Camera Ready: Set up all colors as CMYK (No spot colors). All images must be at least 300 DPI. All camera ready copy must be submitted in a digital format with .pdf being the preferred file format

DISTRIBUTION:

50,000+ copies of **The Inlander's Annual Manual** will be printed on high-quality gloss stock paper. The magazine will be distributed throughout the Inland Northwest beginning **September 5th, 2017**. It is also used in welcome and recruitment packets to individuals and families moving to the region.



Space Reservation	Ad Copy Due	Distribution
JULY 28, 2017 (FRI)	JULY 31, 2017 (MON)	SEPT. 5, 2017 (TUES)

2016

***The Spokesman-Review
delivers to the Inland Northwest
like no other Local Media.***

Reach the Spokane Market in one fell swoop?

The Spokesman-Review delivers cost effective multimedia solutions to local and area businesses.

Our advertisers have direct access 24/7 to homes, businesses and people on the go, via mobile phones and tablets.

spokesman.com

The #1 news and information web site in the Inland Northwest

Impressions (per month)	Open rate	Three month 10% Discount	Six month 15% Discount	Twelve month 30% Discount (Non-profit rate)
10,000 - 40,000	\$15.00	\$13.50	\$12.75	\$10.50
40,001-99,999	\$13.00	\$11.70	\$11.05	\$9.10
100,000-199,999	\$11.00	\$9.90	\$9.35	\$7.70
200,000+	\$10.00	\$9.00	\$8.50	\$7.00

Rich Media, Geo Targeting and Day Parting are all an additional 20%

All pricing is CPM and Gross (Agency Discount is available)

*Receive a 10% discount (integrated pricing) when part of an integrated campaign

The Spokesman-Review

	Main News	Today	Sports	ROP	Spokane 7	Business	North Idaho	South Voice	Valley Voice	The Voice	Pinch
Monday	\$67.21	\$50.21	\$47.05	\$54.89			\$9.03				
Tuesday	\$63.74	\$47.80	\$44.62	\$52.05			\$8.93				
Wednesday	\$104.84	\$78.63	\$73.39	\$85.62			\$14.30				\$19.91
Thursday	\$90.65	\$67.99	\$63.46	\$74.03			\$12.10	\$20.99	\$19.49	\$27.17	
Friday	\$80.90	\$60.68	\$56.63	\$66.07	\$32.36		\$10.91				
Saturday	\$103.71	\$77.79	\$72.60	\$84.70			\$13.86				
Sunday	\$113.08	\$84.81	\$79.16	\$92.35		\$73.50	\$15.01				\$20.72

COLOR RATES	
Column Inches	Color Pricing
3.00	\$84.25
4.00	\$91.50
6.00	\$106.00
8.00	\$120.50
10.00	\$135.00
12.00	\$149.50
16.00	\$178.50
18.00	\$193.00
21.00	\$214.75
24.00	\$236.50
28.00	\$265.50
31.50	\$290.88
36.00	\$323.50
42.00	\$367.00
48.00	\$410.50
54.00	\$454.00
60.00	\$497.50
64.00	\$526.50
72.00	\$584.50
86.00	\$686.00
90.00	\$715.00
107.50	\$841.88
108.00	\$845.50
129.00	\$997.75

The Spokesman-Review offers **Discount Incentives** for contract or yearly expenditure, ad size and weekly frequency.

Contract	Size	Frequency
2%-34%	1% to 46%	15% to 44%

Your best prospect for 2016 is the ***Spokesman-Review*** reader. On average they are more educated, with higher incomes, working in professional/managerial occupations and own their own homes. Contact our Multimedia Sales Executives to discuss reaching our readers before they spend on products and services in the Spokane area.

THE SPOKESMAN-REVIEW

spokesman.com

Spokane 509-459-5095 • Coeur d' Alene 208-765-7105 • Toll Free 1-800-338-8801

or visit www.spokesman.com/advertising



This is Spokane Public Radio

The three stations of SPR serve listeners throughout the Inland Northwest. Our audience expects breaking news and in-depth features along with access to music and information that reflects our rich culture and upcoming events. SPR connects to listeners with programs from NPR, the BBC, PRX, CBC, American Public Media, Public Radio International, Northwest News Network, and community producers.

Mission Statement

To provide high quality artistic, educational, news and informational programming, which enhances and enlivens the cultural life and civic discourse of the communities we serve.

Status

SPR is a non-profit, listener-supported public radio station governed by a volunteer board of directors who meet monthly.

Staff

Seventeen full-time and 11 part-time professionals manage programming, engineering, operations, marketing, and fundraising.

Volunteers

Over 300 people volunteer each year in a variety of areas including production, membership, office work, special events, flyer distribution, and digital media.

Three Unique Stations



KPBX is our flagship station, broadcasting a full service public radio format of news and arts since 1980 at 91.1.



KSFC beams breaking news, public affairs, call-in formats, and features from all over the world at 91.9.



KPBZ shuffles public radio stories from global producers in a groundbreaking format called Radio Remix at 90.3.

Over 70,000 people listen weekly to SPR over a huge coverage area. NPR research says that our listeners have a higher than average income and education and work primarily in professional, managerial, and administrative positions. Public radio listeners are active, community-minded, and share an intense curiosity about their world.

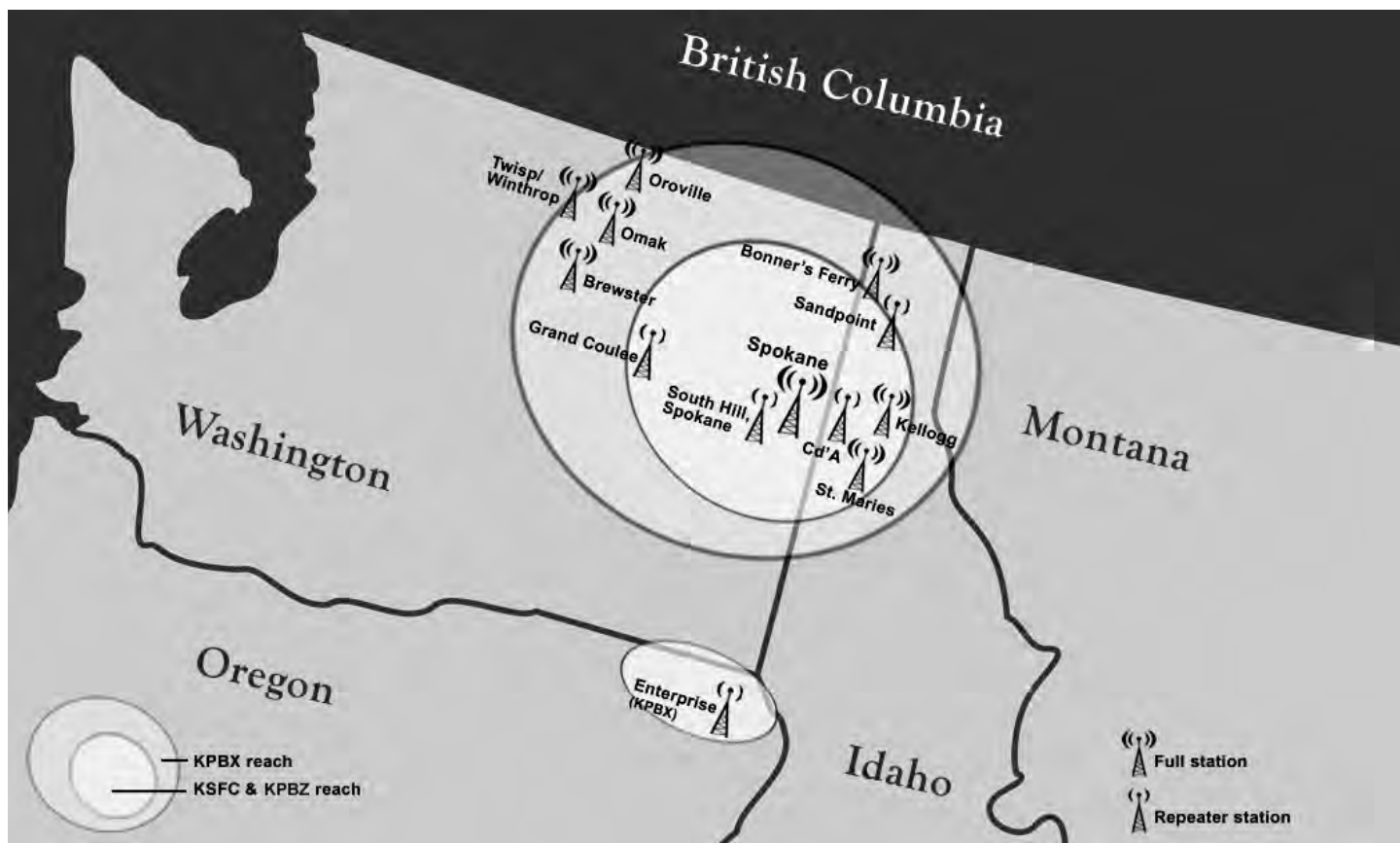
As a community public radio station, SPR is primarily funded by our listeners through annual contributions, program underwriting, and grants, which include the Corporation for Public Broadcasting.

Program Underwriters come from all types of organizations across the region including small and large businesses, non-profits, government, education, arts, retail, and individuals.

SPR stations broadcast in HD and digital streams online, on tablets, mp3 players, and smart phones. You can also interact with the stations via Facebook, Twitter, YouTube, podcasts, and blogs.



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The footprint of Spokane Public Radio: KPBX, KSFC, & KPBZ in HD stereo

SPR transmits on these FM frequencies

KPBX 91.1 FM / Spokane, WA
 Bonner's Ferry, ID / KIBX 92.1
 Brewster, WA / KPBW 91.9
 Enterprise, OR / 89.3
 Grand Coulee, WA / 91.9
 Kellogg, ID / KLGG 89.3
 Omak, WA / KOMQ 88.5
 Oroville, WA / KPBG 90.9
 Sandpoint, ID / 101.7
 South Hill, Spokane, WA / 90.7
 Thompson Falls, MT / 103.9
 Twisp/Winthrop, WA / KTW 91.1

KSFC 91.9 FM / Spokane, WA
 Omak, WA / 88.9
 St. Maries, ID / KXJO 92.1
 KPBZ 90.3 FM / Spokane, WA

Serving Listeners Across the Region

KPBX 91.1 Mica Peak / KSFC 91.9 & KPBZ 90.3 Lookout Mountain

From the beginning, an important part of the mission of public radio has been to serve listeners, not only in urban centers, but in rural areas where in-depth news and cultural events are not readily accessible. SPR has worked hard to provide service to these areas via repeater and transmitter stations. In the digital age, listeners now have many additional options to receive our program service.

Wherever you are — Spokane Public Radio is there: your home, car, yard, or office. You can find multiple free apps for public radio on your smart phone, mp3 player, or tablet.

KPBX, KSFC, and KPBZ are your connection to essential public radio programs. Follow us on Facebook, Twitter, and YouTube.



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Spokane Public Radio Underwriting / Enhance Your Community Image

Your Halo Waits at Spokane Public Radio

- 65% of listeners say that their opinion of a company is more positive when they learn that it sponsors public radio.
- Two-thirds of listeners say they prefer to do business with public radio underwriters when price and quality are equal.
- 77% of listeners are more likely to seek out more information about an underwriter.
- 87% of listeners consider public radio "personally important" to them.
- This level of preference extends to digital platforms as well: public radio websites, podcasts, and smart phone apps, which all demonstrate the "halo effect" among users.

Source: NPR audience research.



Experience the "Halo Effect"

According to research done for NPR, listeners express very good feelings toward public radio underwriters, a phenomenon known as "The Halo Effect." People trust the information they get from public radio, and your underwriting announcement is part of that information. Your underwriting on KPBX, KSFC, and KPBZ benefits from this association, enhancing your image while bringing attention to your business. Underwriting gives you a glow with your own public radio "halo."

Testimonials from business partners who have experienced the Halo Effect by underwriting programs on Spokane Public Radio.

Strong Solutions / Jack-Daniyel Strong, owner

"Underwriting with SPR allows Strong Solutions to make a direct investment into the culture and the community of Spokane and the surrounding area. The quality and value Spokane Public Radio is able to provide for our underwriting dollar is phenomenal. We are proud to have the opportunity to support them in these efforts."

Jim Custer Enterprises / Cheryl Custer Branz, owner

"We actually use special event underwriting to promote all of our upcoming shows, covering programming from Morning Edition to All Things Considered. With public radio, I know exactly who I'm reaching: they support the arts, they support and care about the community. Those are the same things that our business represents."

Aezy Marketing / Chris Reilly, owner

"When it was time for me to look at what's best for getting awareness and potentially new clients for Aezy, KSFC has been just a phenomenal way to do so. It's been able to elevate us from being a start-up to being a real part of the community."

Mountain Gear / Paul Fish, founder

"We've been in Spokane more than 30 years, just about the same as KPBX, and we've really grown up together. We're a community-based business and we were looking for some way to represent that and SPR was really the perfect choice. People consistently walk in the door and thank us for our underwriting. I think it makes the advertising we do in other places work better because we have top-of-mind awareness from our underwriting with SPR."

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Meet the Listeners of Spokane Public Radio

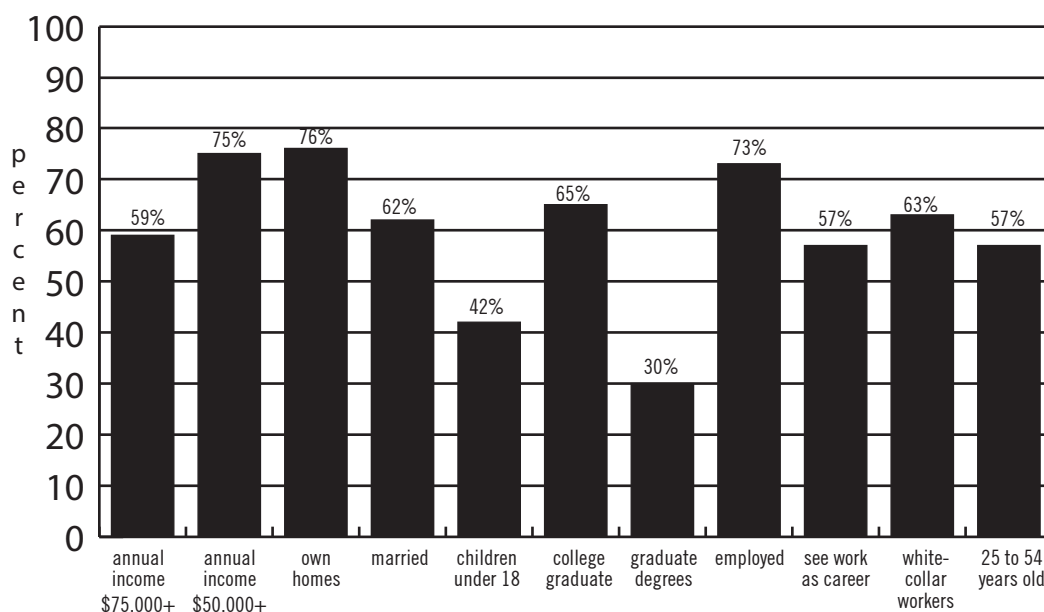
According to NPR research, public radio listeners are more likely to seek out businesses that underwrite programs on public radio than those that advertise with commercial radio. Listeners are likely to take direct action because of the underwriting announcements they hear.

Our Audience

- SPR's adult listening audience is 45% female and 55% male.
- Listeners spend an average of 14 hours a week tuning in to SPR.
- SPR members average an annual donation of \$135.

KPBX & KSFC Listener Profile

Public radio listeners are actively involved in social and environmental issues and community life. They are curious about the world and engage in lifelong learning. As consumers, they are independent and concerned with lasting value. They are physically active and take responsibility for their health. They like to travel, attend arts events and movies, dine out, read, garden, cook, and engage in a variety of hobbies and games. We invite you to reach out to our active audience.



Source:
Data compiled from
Arbitron, NPR Profile,
and SPR.



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Spokane Public Radio Partnership: Image / Branding / Awareness / Reach

Get involved with SPR special events!

- **KPBX Kids' Concerts**
- **Recordings & Videos Sale**
- **Health & Political Forums**
- **Thank You Event**
- **SPR Open House**
- **Fall Folk Festival Broadcasts**
- **NPR Special Guests**
- **SPR Presents**
- **Live Studio Performance Broadcasts**

You're On Spokane Public Radio

Working with KPBX, KSFC, or KPBZ is like doing business with other media, but with some unique differences. With our stations, you receive a "halo," given to you by our listeners for your work with the stations they love and support.

Your partnership with SPR helps sustain an essential informational and cultural resource. You reach our region's most active, educated, affluent, and connected people: the listeners of SPR. Your underwriting announcements are heard by our engaged "foreground" listeners in an environment free of commercial clutter.

SPR Partnerships

Broadcast announcements about your business, non-profit, or service on quality national, global, and local programs heard on KPBX, KSFC, or KPBZ.

Underwrite simultaneously on KPBX, KSFC, and KPBZ to reach the total SPR audience.

Book your own events schedule to increase awareness of a concert, show, seminar, lecture, etc.

Advertise in the quarterly SPR Guide or in one of our event programs.

Become an event sponsor for one of the many SPR special events.

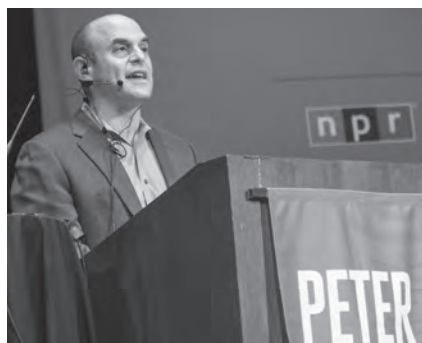
Provide a challenge grant for the SPR membership drive.

Sponsor the SPR Community Event Calendar online and on the air.

Your partnership with SPR will help strengthen your brand and reputation through linkage with our award-winning programs and stations.



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- Underwriting announcements are 10 seconds long.
- Announcements always start with client's name.
- SPR representatives can write draft copy and provide rewrite assistance.
- Final copy must be received at least three (3) business days before underwriting schedule begins.
- Please allow at least three (3) business days for schedule or copy changes.
- A minimum KPBX underwriting schedule is \$375. Rates vary.
- SPR bills monthly, quarterly or annually.
- Credit Card or EFT billing available.
- Cancellations after the beginning of a schedule will be billed through the end of that month.

KPBX Underwriting Options

Engage the core listeners of KPBX 91.1, SPR's News, and Ideas service. Let us tailor a schedule for you based on your budget and timeline, or use these suggestions.

DRIVE TIME	MIDDAY & NIGHT
13 Weeks	
\$28 each 2 spots per week Total 26 spots \$243 mo. / 3 months Total: \$728	\$16 each 2 spots per week Total 26 spots \$139 mo. / 3 months Total: \$416
26 Weeks	
\$26 each 2 spots per week Total 52 spots \$226 mo. / 6 months Total: \$1,352	\$15 each 2 spots per week Total 52 spots \$130 mo. / 6 months Total: \$780
Annually	
\$24 each 2 spots per week Total 104 spots \$208 mo. / 1 year Total: \$2,496	\$14 each 2 spots per week Total 104 spots \$122 mo. / 1 year Total: \$1,456
AM/PM Annual	
\$20 each 3 spots AM 2 spots PM Drive Monday-Saturday Total 260 spots \$434 mo./1 year Total: \$5,200	

For short program-specific schedules, the spot rate is
AM/PM Drive: \$28 each
Other Times: \$16-27 each



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- Announcements always start with client's name.
- SPR representatives can write draft copy and provide rewrite assistance.
- Final copy must be received at least three (3) business days before underwriting schedule begins.
- Please allow at least three (3) business days for schedule or copy changes.
- A minimum KSFC underwriting schedule is \$375. Rates vary.
- SPR bills monthly, quarterly or annually.
- Credit Card or EFT billing available.
- Cancellations after the beginning of a schedule will be billed through the end of that month.

KSFC Underwriting Options

Connect with the foreground listeners of KSFC 91.9FM, SPR's News, Conversations, and Ideas service. Use these package guidelines, or ask us to create a custom schedule to suit your budget, timeline, and program linkage.

NEWS SAMPLER	KSFC SAMPLER
13 Weeks	
1 spot per day / 3x per week 5 a.m. to 8 p.m.	3 spots per week 1 weekday, evening, & weekend
\$15 each Total 39 spots \$195 mo. / 3 months Total: \$585	\$12 each Total 39 spots \$156 mo. / 3 months Total: \$468
26 Weeks	
1 spot per day / 3x per week 5 a.m. to 8 p.m.	3 spots per week 1 weekday, evening, & weekend
\$14 each Total 78 spots \$182 mo. / 6 months Total: \$1092	\$10 each Total 78 spots \$130 mo. / 6 months Total: \$780
Annual / 52 Weeks	
1 spot per day / 3x per week 5 a.m. to 8 p.m.	3 spots per week 1 weekday, evening, & weekend
\$10 each Total 156 spots \$130 mo. / 1 year Total: \$1560	\$8 each Total 156 spots \$104 mo. / 1 year Total: \$1,248

For short schedules, the spot rate is:

- AM/PM Drive: \$20 each • Weekday: \$15 each • Weekend: \$10 each



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Use Event Underwriting To Announce:

- **Music & Dance Concerts**
- **Theatrical Events**
- **Exhibition & Gallery Openings**
- **Craft Fairs & Festivals**
- **Classes & Seminars**
- **Summer & Specialty Camps**
- **Your Unique Event**

Expose Your Event

Spokane Public Radio offers packages of short underwriting schedules for your special events.

Because KPBX has a wide variety of programs, special events underwriting announcements can be linked to programs that are appropriate to your event.

Special Event Packages

5 days	15 announcements	\$375	\$25 each
7 days	21 announcements	\$483	\$23 each
9 days	27 announcements	\$567	\$21 each

Announcements are scheduled to run consecutively three times per day between 5 a.m. - 7 p.m.

We can also put custom event schedules together for you. Let us know your budget and timeline.

...by **The Spokane Symphony**, celebrating their 71st concert season, presenting music for everyone: Classics, Superpops, Intersect and more. Spokane symphony dot org and 624-twelve hundred.

...by **WestCoast Entertainment** and National Geographic Live and global photojournalist Ami Vitali with a multi-media program October 26th. Single and student tickets at w c e broadway dot com.

...by **Spokane Jazz Orchestra**, beginning their season with Hello Pops: A Tribute to Louis Armstrong featuring Wycliffe Gordon, Saturday, September 17th, at The Bing. Details at Tickets West dot com and all outlets.

...by **STG**, presenting author and astrophysicist **Dr. Neil Degrasse Tyson** at the INB Performing Arts Center on June Fourteenth. Tickets and info at STG Presents dot org.



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Spokane Public Radio Underwriting / Getting Your Message to Our Listeners

Spot Guidelines

Spots may include:

- The complete name of the underwriter
- A factual 10-second statement that describes your business, mission, or event
- Three products or services that identify you, including brand names, your address, phone number, or web site address

Spots cannot include:

- A call to action that directs listeners to buy, see, consider, call, etc.
- Comparative or qualitative language including descriptive verbiage, prices or business hours, logos containing promotional language, or direct personal pronouns like *you* or *yours*

Additional notes:

To maintain a consistent air sound, our announcements are all read by staff announcers.

Copy writing is available at no extra charge.

Copy That Informs & Connects

Creating your copy is part of the service when you work with SPR.

Public radio listeners are listening closely for information. They value and respect the uncluttered sound of non-commercial public radio. According to research, listeners respond best to announcements that are factual, short, and non-commercial. Spokane Public Radio follows FCC rules for public radio, along with practices established by NPR and SPR. Our underwriting representatives are experienced in crafting scripts that are effective and attention-getting without sounding commercial. We are happy to work with you on copy.

Examples of effective underwriting copy that are within guidelines and policies established by the FCC, NPR, and SPR.

*...by **TheJournalofBusiness**, the Inland Northwest's source for local business news - in print, online, on the go - with a news email update each business day. Details at [Spokane Journal dot com](http://SpokaneJournal.com).*

*...by **MainMarketCo-Op**, welcoming all food shoppers to support local and organic food producers at downtown's full-time, full-service grocery store located at 44 West Main.*

*...by **Numerica**, simplifying home ownership and expanding possibilities for people across the Inland Northwest. Home ownership information is available at [Numerica C U dot com](http://NumericaCU.com).*

*...by **RandallDanskin, Attorneys**, offering strategic counsel, advice and advocacy focusing on each client's needs and goals. Information at [randalldanskin dot com](http://randalldanskin.com).*

*...by **Ptera**, delivering StreamingSpeed internet to homes and businesses both in town or remote rural locations. Details at [P-T-E-R-A dot com](http://P-T-E-R-A.com).*



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Spokane Public Radio Underwriting / Creating Copy That Works

Spot Guidelines

Spots may include:

- The complete name of the underwriter
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- Three products or services that identify you, including brand names, your address, phone number, or web site address

Spots cannot include:

- A call to action that directs listeners to buy, see, consider, call, etc.
- Comparative or qualitative language including descriptive verbiage, prices, business hours, logos containing promotional language, or direct personal pronouns like *you* or *yours*

Additional notes:

To maintain a consistent air sound, our announcements are all read by staff announcers.

Copy writing is available at no extra charge.

Additional examples of underwriting copy that are within guidelines and policies established by the FCC, NPR, and SPR.

...by **Catered for You**, a full service catering company with event planning and customized cuisine, continuing to provide services on the grounds of Arbor Crest Wine Cellars. Event planning is available at 624-9686.

...by **GeoEngineers**, dedicated to providing earth science, engineering, and technology solutions to public and private clients in the Inland and Pacific Northwest. Geo Engineers dot com.

...by **Eide Bailly**, certified public accountants providing full service accounting, tax planning, and compliance for individuals, businesses, and professionals. Details at 747-6154 or Eide Bailly dot com.

...by **Randall Danskin, Attorneys**, offering strategic counsel, advice, and advocacy focusing on each client's needs and goals. Information at Randall Danskin dot com.

...by **Boo Radley's**, toys, books, and gifts for the quirky-minded, and Atticus, the coffee shop and gift store for the grownup lurking within, both on Howard, across from the carousel in Downtown Spokane.

...by **Bardenay Restaurant and Distillery**, featuring casual Northwest cuisine and handcrafted cocktails. Located on the pond at Riverstone in Coeur d'Alene. On the web at Bardenay dot com.

...by **The Spokane Symphony** presenting music for everyone: Classics, Superpops, Casual Classics, and more, with tickets and concert information at 624-twelve hundred and Spokane Symphony dot org.

...by **Sam Rodell, Architect**, a client-centered practice of site-inspired architectural design. On the web at Rodell dot C O.

...by **GET, Washington's Guaranteed Education Tuition** program, helping parents save for college with a state guarantee and a nationwide choice of colleges. Information about GET at G-E-T dot W-A dot gov.

...by **The Montana Folk Festival**, a three-day celebration open to the public with hundreds of musicians, dancers, and artists. July 13th through 15th in Butte, Montana. Details at Montana Folk Festival dot com.

...by **Charlie Parrish**, broker and owner of Evergreen Realty, with offices in Sandpoint and the Village at Schweitzer, specializing in Schweitzer Mountain Properties for over 25 years, at 800-829-6370.



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Neighborhood Councils

Prepared for: E.J. Iannelli, City of Spokane, & Neighborhood Services

Prepared by: Katie Wheeler, KXLY-TV & Phase 3 Digital

Campaign Goal: Inform Spokane residents about their Neighborhood Councils, what the Councils do, and encourage their involvement in their local council.

Campaign Overview: Run a TV & Digital campaign on KXLY ABC 4, MeTV, and our Audience Extension digital network designed to reach Women 25-54. Women tend to be the driving force behind involvement in activities outside the home. Women of this age tend to also have kids, and thus tend to also have more stake in their neighborhood and what goes on in it.

Campaign Timeline: Recommended min. 3 months. Allows your campaign to gain traction and grow in effectiveness with each month.

Recommended Campaign:

TV Campaign

- 2 week campaign per month – concentrates message rather than spreading thinly across more weeks
- :30 spots – allows us to inform about Neighborhood Councils **and** encourage participation all in one message
- Foundation of local news – “Appointment Television”, engaged audience
 - Good Morning Northwest
 - KXLY 4 News at 5, 6, and 6:30
- Weekend Prime on MeTV – wholesome, family programming, solid rating with our key demo
- News Brief Billboards – “KXLY 4 News is brought to you by your local neighborhood council” with logo and website or phone number on screen
- Spots: 36
- **Added Value: 4 Additional News Brief Billboards (\$200 Value)**
- **Total Spots: 40**
- **Investment: \$2,430**

Digital Campaign

- 2-3 week campaign per month – concentrates message, but can also be used to “prime” audience (i.e. start running digital ads 1 week before TV)
- Display & Video Ads served to our target demo on both desktop computers and mobile/tablet
 - Target by geographic area, demographic, interests, and much more
 - Can outline the **exact neighborhoods** you would like to target
- **Total Impressions: 45,800**
- **Investment: \$1,000**

Total Investment: \$3,430/mo



SAVE THE DATE!

**Community Assembly Budget Committee
2017 Neighborhood Training**

~

When: February 13, 2017

Where: Southside Senior Center - Schultz Room
3151 E 27th Ave, Spokane, WA 99223

Time: 6:30 p.m.

For Questions Please Contact Heather Trautman

htrautman@spokanecity.org



**Citizen Advisory Committee
To the Spokane Urban Forestry Tree Committee
February, mtg. 2017
Finch Arboretum, Willow Room.
Woodland Center 3404 W Woodland Blvd**

**MEETING AGENDA
CALL TO ORDER**

January 31, 2017 3 PM

ROLL CALL

CEREMONIES, APPOINTMENTS, ANNOUNCEMENTS

CONSENT AGENDA

Approval of minutes.

COMMITTEE AND REPORTS

Heritage Tree- Tim K.
Staff Report – Angel Spell

Old Business

Ponderosa pine contest
New members
Becky report back from December mtg.

New Business

ADJOURNMENT

Tree of the month: White Mulberry, *Morus alba*

Height: 30-50 feet



Interesting facts:

- Introduced species from China.
- Brought in to establish a silkworm industry
- Found in all lower 48 states except Nevada

Spokane tree inventory.

- Broadleaf Deciduous Medium tree.
- 96 trees in the inventory.



Minutes for the meeting of January 24th, 2017

Community Assembly Administrative Committee

Attendees: Committee members Seth Knutson, Tina Luerksen, Patrick Rooks. City Staff Heather Trautman. Guests Fran Papenleir (Audubon/Downriver), Taylor Phillips (Emerson-Garfield). Absent: Kelly Lotze, Andy Hoyer.

February 2nd CA Meeting Agenda:

City Council: 5 minute placeholder.

DRB Update: 10 minutes, Kathy requested time to present information on Centers & Corridors, using details of the KXLY project in Southgate to illustrate.

Comp Plan Update: 30 minutes, Lisa requested time to present new Centers & Corridors Designations, and updated Comp Plan draft.

Retreat: 10 minutes, Kelly will discuss the February retreat: Heather will request that Kelly & Kathryn have a proposed Retreat Agenda prepared for this meeting.

Comp Plan Review by CA: 10 minutes, Seth will begin a discussion on how the CA Committees can review the final Comp Plan proposal.

DRB for NCs: 15 minutes, Colleen Gardner & Greg Francis have a proposal for the CA to discuss and consider.

BSN: 10 minutes, Tina will present a Marketing Budget drafted by BSN, and upcoming Trainings.

Budget: 5 minutes, Kathryn will present the 2017 Timeline for CA Budget grants.

Liaison: 10 minutes, Paul will present the Urban Forestry Liaison position.

ONS/Code: 15 minutes, Heather will present the District Model and update on ONS Staffing.

Admin: 5 minutes, Seth will present the CA/CC Meetings Schedule & Locations for 2017, and a quick reminder of CA Rep Roles.

Roundtable: 10 minutes.

Topics for follow-up: Parks Department—Chris Wright will be on the March CA Agenda. Paul has requested time on the next 4 CA agendas for Urban Forestry Liaison position. Fran would like a monthly check-in to determine if CHHS needs agenda time.

Other business discussed:

Heather Trautman will sit in as Facilitator for the February CA Meeting, as Rod will most likely still be out for his recovery.

Heather recovered information from 2011, the last time the CA sought an independent meeting facilitator. At that time, all RFP estimates came in around \$6000 or more. Admin has been tasked with writing a Scope of Work to be included in a Request for Proposals & Qualifications. This Scope can also be used in searching for a Volunteer facilitator, rather than only seeking professional bids. Admin will set up a separate meeting to draft this Scope of Work.

Patrick brought forward a question about representing the CA without authority/direction from the body. It is not acceptable for CA Reps to present themselves as representing the CA without clear direction from the CA to do so. Seth will touch on this subject during the Admin report and remind Reps to clearly present which “hat” they are wearing while representing themselves/their NC/the CA/CA Committees/etc.

Next Admin meeting: Tuesday February 21st, 4:30pm at ONS.

CA/CC 2017 Meeting Dates & Locations

March 30th – 5:30pm – Southside Senior Center

- Reserved from 5pm to 8pm
- Room: Shultz Room

June 29th – 5:30pm – Northeast Community Center

- Reserved from 5pm to 8pm
- Room: lower level south room

August 31st – 5:30pm – West Central Community Center

- Reserved from 5pm to 8pm
- Room: Newton

November 30th – 5:30pm – East Central Community Center

- Reserved from 5pm to 8pm
- Room: Conference room 1

Community Assembly Facilitator Position Description

Essential Duties and Responsibilities

- Attend every regularly scheduled Community Assembly (CA) meeting, which are held the first Thursday of every month at 5:30 p.m.
- Have a thorough understanding of the CA Rules of Order and be able to expeditiously enforce them.
- Facilitate a diverse, passionate, and outspoken group of people.
- Remain objective and neutral.
- Adhere to the CA's monthly agenda and maintain order during the meeting.
- Moderate all discussions during the meeting.

Preferred Qualifications

- Experience with a group that uses a committee structure.
- Mediation experience.
- Experience with a group that has a transitory membership in which new members are frequently added.

Limitation

- No concurrent participation as an officer of a Spokane Neighborhood Council.

Land Use Committee

January 19, 2017

Facilitator – Margaret Jones

Secretary – Teresa Kafentzis

Present:

Taylor Phillips—Emerson-Garfield

Melissa Wittstruck – City of Spokane, ONS

Greg Francis – Rockwood, PC Liasion

Nate Gwinn – City of Spokane, Planning

Tom Powell – Emerson-Garfield

Lisa Key – City of Spokane, Planning

Patrick Rooks – West Hills

Margaret Jones – Rockwood

Teresa Kafentzis -- Southgate

NEW BUSINESS

- 2017 Comprehensive Plan Update – Shaping Spokane: City Council New Recommendations -- Lisa Key
 - Study sessions have started with city council
 - At first session, Council Members Waldref and Mumm proposed two new centers on land use map:
 - 5-mile Shopping Center
 - Northtown
 - Relocation of West Hills proposed neighborhood center
 - Reviewed current six “unplanned” centers and corridors
 - Challenges:
 - Opens door to Comp Plan Amendments to expand Commercial outside of Neighborhood Planning Process
 - Rezoning:
 - Abbreviated public participation process
 - Under current design standards, would reduce allowed building height in Northtown Center – potential “downzoning” (from 70 feet to 55 feet)
 - SEPA Review associated with a Zone Change (inadequate time frame to complete a technical review)
 - Proposed Solutions:
 - Zoning will not be changed at this time
 - New policy language will be added that prevents any land use/zoning change in “unplanned centers” until a Neighborhood Subarea Planning process is completed.
 - Height limits in Northtown Center will be evaluated as part of the subarea planning

- Noticing – Public Outreach (Short notice and want to give people the opportunity to comment via email, written comments, testify at PC public hearing on Feb 22 or March 8. City Council hearing in late May or early June. Written comments will be accepted until City Council hearing.
 - Community Assembly, Neighborhood Councils affected
 - Mail notice per comp plan amendment (400 feet)
 - Email comprehensive plan update distribution list
 - Presentation to Plan Commission
 - Consultation with SRTC and Commerce Staff
- Questions and Comments:
 - Does this bypass the process where centers are developed through the neighborhood process? A: That is a wonderful comment, I'd encourage you to make that comment.
 - Would this protect the other unplanned centers? A: I think that it's a benefit with stronger language to protect those unplanned centers.
 - Greg: Attended session, and heard clear emphasis on consulting with neighborhoods and listening to them.
 - Couldn't South Indian Trails use their planning money as they have discussed to designate 5-mile shopping center a district center. A: Council person Mumm is representing her neighborhoods' interests.
 - Want to give neighborhoods an opportunity to share their opinions and concerns.
 - Contact Lisa Key if you have any questions
 - Suggestion that information be sent ahead of time to the CA Admin Council meeting with request to present to CA.
- Infill Development Implementation Update – Nate Gwinn, Planning
 - Definition of infill: building on vacant lots within already built areas that are closer to services (may need to redefine or rebrand to increase interest of public)
 - Reviewed proposed recommendations from committee (24 of them)
 - Public Outreach to inform public about benefits and time line
 - How are developers, small developers being contacted? A: Looking through building permits to locate small builders and send out surveys. Develop a brown bag series to provide information.
 - Will steering committee continue? A: Considered it an ad hoc committee to call back as needed. Hope they could help roll out the education campaign.
 - Is there an established radio program or podcast to tie in to? A: Could be, we are looking into that.
- Existing Commercial Structures in Residential Areas – Nate Gwinn, Planning
 - Why develop this program?

- Formerly zoned commercial but now rezoned in residential so lack of incentive to invest or improve leading to blight in neighborhood or converted to substandard housing
- Review of City Comprehensive Plan Policies and current regulations that allow commercial use in a residential neighborhood.
- To date, no one has taken advantage of overlay in West Central neighborhood to allow. Consider reaching out to the property owners to inform them of options.
- What/Where?
 - Types of businesses allowed, hours of operation, size limitation
 - East Central, “Urban Core,” or expand to all areas of city, location from arterial
 - GIS analysis in process to learn potential properties
- How/Who?
 - Public outreach and education to encourage participation
- When?
 - Reviewed tentative timeline of process

REPORTS (as needed, all deferred)

- Plan Commission – Liaison, Greg Francis (Rockwood)
- PeTT Committee – Paul Kropp (Southgate)
- Transportation Chapter – Margaret Jones (Rockwood)
- Public Safety – Julie Banks (Rockwood)

Election of Officers of LUC

- Revise “Leadership” section of LUC Policies and Procedures
- Comments:
 - Haven’t operated with Chair, Vice-Chair as outlined for years
 - Have rotated “Facilitator” at meetings
 - Agendas have been agreed upon by the “Executive Committee” via email
 - Only Recorder position has operated as outlined
 - Low attendance at meetings (average 3-6) requires more simple leadership
 - Low attendance and turnover of membership makes term limit on positions not workable
- Follow Up:
 - Nominate Executive Committee
 - Set up one hour for revising the LUC policies and procedures from 5:30 to 6:30 pm
 - Reserve time only if there is an “urgent” land use topic related to the comprehensive plan update.

Adjourned at 7:40 pm

Community Assembly of Spokane Neighborhood Councils
Pedestrian, Transportation and Traffic Committee (PeTT)
Policies and Procedures (January, 2017)

A. Committee Charge:

Support the Community Assembly and neighborhood councils in promoting active, livable neighborhoods with multi-functional streets and a balanced transportation system.

B. Committee Function:

The committee receives the concerns and issues of the neighborhood councils related to streets, traffic safety, active living and transportation issues in general, and works with the Community Assembly, city staff and city council to evolve solutions and make recommendations.

C. Focus Areas:

The committee from time to time may identify, or the Community Assembly may suggest, topics of specific interest for the committee's continuing attention. The committee's focus area topics will be reviewed and restated by the committee in January of each year and reduced to four or fewer.

D. Participation and Attendance:

Committee participation is open to any and all individual members of neighborhood councils in good standing with the Community Assembly. The names of individuals attending committee meetings will be recorded according to their neighborhood council and as either self-identified neighborhood council representative, neighborhood council alternate representative, or other.

E. Meetings and Notice:

The committee will establish a monthly meeting schedule to minimize conflicts with neighborhood council monthly meetings. Notice of monthly committee meetings and meeting agendas will be distributed to an email list maintained by Neighborhood Services no later than the day prior to the monthly meeting date, or any day of the prior week if possible. Committee meetings may not convene without there being present neighborhood council representatives or alternates of three different neighborhood councils in good standing with the Community Assembly.

F. Quorum and Decisions:

A quorum for the purpose of reaching a decision is six (6) neighborhood council representatives or alternates of neighborhood councils that have been represented at three (3) of the past six (6) regular committee meetings) For matters requiring a decision at a meeting convened with notice and a quorum being present, the committee will make its determination by the consensus of members or by agreement without objection. Voting by means of e-mail is not available.

G. Officers and Terms:

The committee will operate with a chair and secretary or, in the absence of a secretary, with a chair who agrees to prepare agendas, provide meeting notices and submit a meeting report to the Community Assembly after every committee meeting. The committee does not operate unless one member agrees to the duties of committee chair. The chair and secretary responsibilities are calendar year commitments, ordinarily agreed to toward the end of the calendar year for the succeeding twelve-month period.

H. Advisory Position Selection

The committee holds membership positions on the Citizens Transportation Advisory Committee (CTAB) and the Plan Commission Transportation Subcommittee (PCTS) per respectively Transportation Benefit District Resolution 2010-02 and City Council Resolution 2014-0078. The committee will work in conjunction with the Liaison Committee as from time to time may become necessary to nominate individuals to occupy these positions who are members of neighborhood councils in good standing and who agree to regularly report to the committee and the Community Assembly.

Community Engagement Guiding Principles

In February 2015, WSDOT developed Guiding Principles for Community Engagement for all policies, plans, programs and projects.

To more clearly articulate how our vision, mission, goals and values work together and provide consistency in application toward the Community Engagement Goal of Results WSDOT, this Community Engagement Plan lays the groundwork for WSDOT to strengthen partnerships to increase credibility, drive priorities and inform decision making with the communities WSDOT serves.

Washington State Department of Transportation Community Engagement Guiding Principles (in no particular order):

CONNECT AND ENGAGE

Become active members of communities and go to the places they gather. Take advantage of opportunities to work with community members, volunteers and leaders and find out their priorities and perspectives. Reach out to interested parties that cannot attend meetings and receive their feedback. Seek out voices not traditionally heard, including people who are traditionally unable to participate due to age, disability, income or national origin.

LISTEN AND ACT

Focus on listening to what people are sharing before responding. Confirm that the intended message is understood. Receive and act on feedback.

FACILITATE COMMUNICATIONS

Help groups listen to each other and explore new ideas. Solicit input by encouraging everyone to speak up. Check in with the group as a whole, as well as with individual participants, to gauge their comfort levels.

HELP EACH OTHER SUCCEED

Share resources and information with the various WSDOT regions, divisions, and offices to achieve success. Be aware that success is defined in different terms and outcomes. Be creative in defining work teams and understand how team members define success.

MAXIMIZE CREATIVITY AND INNOVATION

Seek out and use successful community engagement tools and techniques when conducting outreach. Prevent requirements from being the only focus of outreach.

BLEND DIVERSE INPUTS

Be sensitive to other perspectives when receiving input. Understand that how WSDOT evaluates and responds to comments from governments, stakeholders and the public is critical, especially if there are opposing viewpoints. Remember that all comments are considered, even if they are not directly incorporated.

PROVIDE ACCESS TO THE PROCESS AND FOSTER INCLUSIVENESS

Rely on effective one-way and two-way communication throughout the process. Strive for transparent conversations that include diverse people, opinions, ideas, and information. Remember that what works for one process or group may not be as effective for others.

BE A WISE STEWARD OF THE PUBLIC'S MONEY

Be mindful of the use of everyone's time and money while ensuring adequate time and funding for community involvement in planning and project development. Achieve effective two-way engagement without exceeding limited budgets.

CONSIDER THE NEEDS OF THE MULTIMODAL SYSTEM

There are a variety of ways to move people and goods on Washington's transportation system. Consider all modes and offer choices and opportunities. Do not focus on just the goals of individual modes.

BE CLEAR AND OPEN ABOUT THE PROCESS

Inform and involve users of the transportation system in planning, construction, maintenance and stewardship of the transportation system. Encourage input at decision points, and involve interested parties throughout the process. Continue to exhibit a high level of integrity.

INVOLVE COMMUNITIES

Engage governments, stakeholders, and the public early and continuously in our decision making process to lay the groundwork for success. Discuss what success means to WSDOT and then jointly define what success means to the community.

"At WSDOT, inclusive engagement means reaching out to all community members, so that they can choose to have a voice in the process and know their ideas were heard and considered."

Secretary of Transportation Roger Millar

What is Placemaking?

Placemaking is a multi-faceted approach to the planning, design and management of public spaces.

With community –based participation at its center, the Placemaking process capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being.

Placemaking is not a new idea. Although Project for Public Spaces (PPS) began consistently using the *term* “Placemaking” in the mid-1990s to describe our approach, the thinking behind Placemaking gained traction in the 1960s, when PPS mentors like Jane Jacobs and William H. Whyte introduced groundbreaking ideas about designing cities for *people*, not just cars and shopping centers.

Their work focuses on the social and cultural importance of lively neighborhoods and inviting public spaces: Jacobs encouraged everyday citizens to take ownership of streets through the now-famous idea of “eyes on the street,” while Holly Whyte outlined key elements for creating vibrant social life in public spaces. Applying the wisdom of these (and other) urban pioneers, since 1975 PPS has gradually developed a comprehensive Placemaking approach.

Source: Project for Public Spaces

https://www.pps.org/reference/what_is_placemaking/

11 Principles of Placemaking

By Jay Walljasper, from The Great Neighborhood Book

Throughout the years, all over the world, key lessons have been learned about what makes a place thrive — a process called “Placemaking.” Here are the 11 principles of Placemaking:

1. **The community is the expert.** The people living and working in a place are the folks who know what needs to be done and how best to do it.
2. **You are creating a place, not a design.** The blueprints for a neighborhood improvement effort are much less critical to its success than other factors, such as a management plan and the involvement of local citizens.
3. **You can't do it alone.** Finding the right partners will bring more resources, innovative ideas, and new sources of energy for your efforts.
4. **They'll always say, “It can't be done.”** When government officials, business people and even some of your own neighbors say it won't work, what they really mean is “We've never done it like this before.” It's a sign you're on the right track.
5. **You can see a lot by just observing.** The smartest way to turn a neighborhood around is to first take a close look at what goes on there, watching out for what works and what doesn't in that particular place.
6. **Develop a vision.** For a community vision to make sense and to make a difference, it needs to come from the people who live there, not from consultants or other outside professionals.
7. **Form supports function.** If you don't take into account how people use a particular place in the beginning, you will have to deal with the consequences later.
8. **Make the connections.** A great place in a neighborhood offers many things to do, all of which enhance each other and add up to more than the sum of the parts.
9. **Start with petunias.** Little things can set the stage for big changes, especially by proving to local skeptics that change is indeed possible.
10. **Money is not the issue.** If you have a spirited community working with you, you'll find creative ways around financial obstacles.
11. **You are never finished.** Eighty percent of the success of any good place is due to how well it is managed after the project is done.

Adapted with permission from “The Great Neighborhood Book,” published by the Project for Public Spaces

Source: Project for Public Spaces

https://www.pps.org/reference/what_is_placemaking/

Community Development Committee

AGENDA

Tuesday, February 7, 2016 from 5:30 – 7:00pm

West Central Community Center – Mason Room

- | | |
|---|------------|
| 1. Introductions (2 min) | Fran/All |
| 2. Approve 12/6/2016 Meeting Minutes (3 min) | Fran |
| 3. Menu Project Types (30 min) | Fran/Staff |
| 4. Consolidated Planning Process (25 Min) | Staff |
| <i>a. Consolidated Plan</i> | |
| <i>b. Annual Action Plan</i> | |
| <i>c. Consolidated Annual Performance Evaluation Report (CAPER)</i> | |
| <i>d. Assessment of Fair Housing</i> | |
| <i>e. Citizen Participation Plan</i> | |
| <i>f. Timeline</i> | |
| 5. HUD Entitlement Allocations (10 min) | Fran/Staff |
| 6. District Model (10 min) | Fran/Staff |
| 7. Conclusion/Next Steps (10 min) | Fran |

Next Meeting: Tuesday, April 4th

Design Review Board

Community Assembly Report

February 2, 2017

Southgate KXLY Development
Program Review / Collaborative Workshop

January 25, 2017

Southgate District Center

Maverick
Property

Palouse Hwy

Black Property
(Regal Plaza)

KXLY
Property

Regal Street

Google™ earth

Imagery Date: 7/2/2013 47°36'34.51" N 117°22'02.37" W elev 2348 ft eye alt 7299 ft

Tour Guide 1995

Design Review Agreements

- 2002 Design Standards and Guidelines for Centers and Corridors
- 2009 KXLY Development Agreement
- 2013 Southgate Integrated Site Plan (ISP)
- 2016 ISP Implementation Memorandum
- 2016 Southgate KXLY Development Supplemental #01
- 2017 Alternative Zoning Application #02: Simulated Urban Streetscape
- 2017 Alternative Zoning Application #02: Fencing and Screening

DRB's Focus

2016 Southgate KXLY Development Supplemental #01

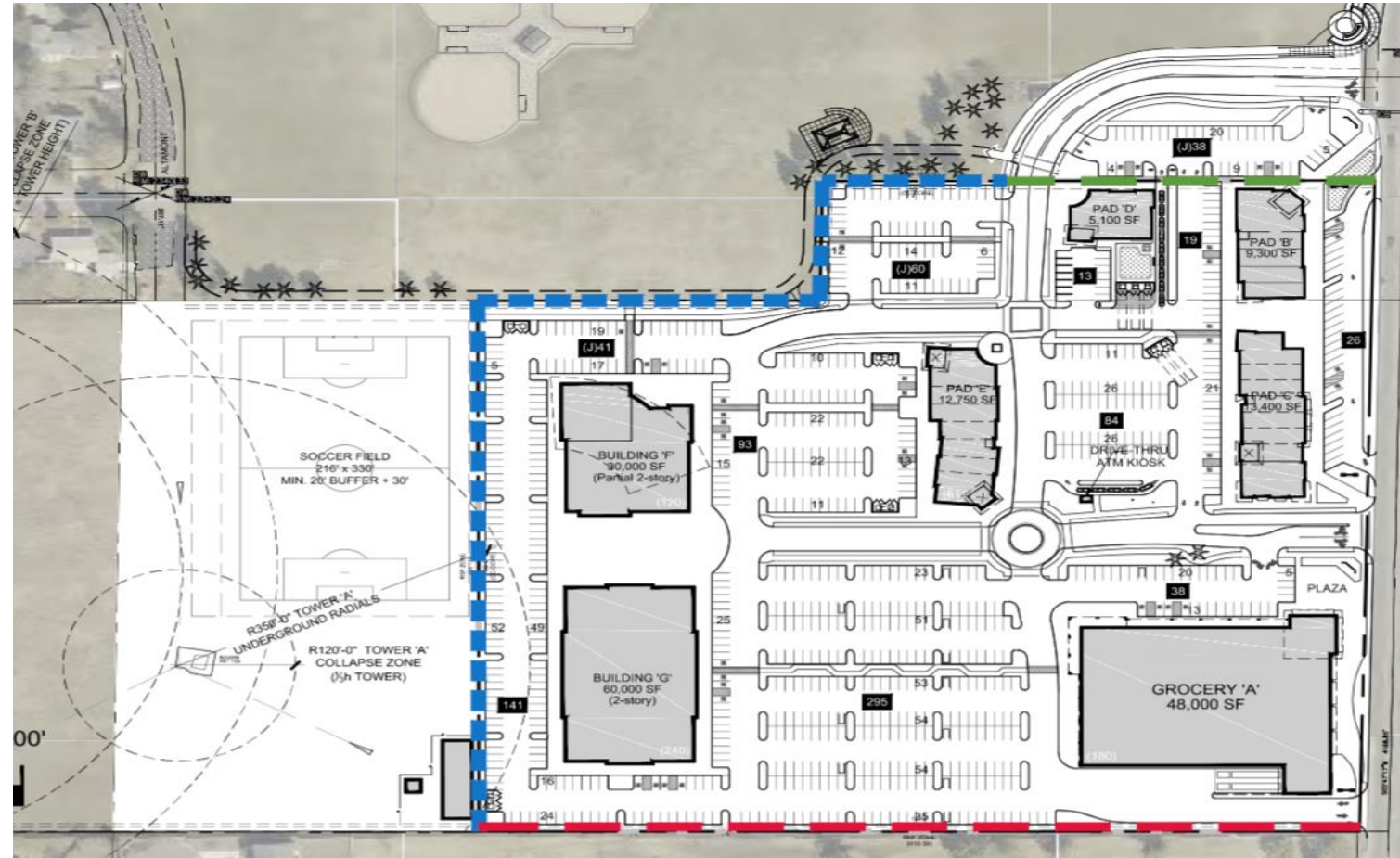
- Urban Design
 - Consistent with the Integrated Site Plan
- Building Treatment
 - Building orientation to street
 - Building engagement with passersby
 - Architectural treatments of interest
- Square Footage Limitations
 - Remaining within stated limitations
- Design Standards
 - Type of Centers and Corridors: Type 1 (CC1)
 - Pedestrian Emphasis / Auto Accommodating
 - Type 1 center and corridor zone promotes the greatest pedestrian orientation of the center and corridor zones. To accomplish this, some limitations are placed on auto-oriented activities and some types and the allowable size of some uses are controlled (SMC 17C.122.020).

Alternative Zoning Application 01: Simulated Urban Streetscape



- Urban streetscape plans calls for on-street parking
- On-street parking would exacerbate already difficult traffic issues
- Applicant requested DRB support of “airport” parking in lieu of on-street
- DRB had no concerns with proposed alternative

Alternative Zoning Application 01: Fencing and Screening



- Match existing sports complex (36"-48" visually open fencing)
- Omit fencing and landscaping
- Required fencing and zoning buffer landscaping per Spokane Municipal Code

Public Comments

- Southgate Neighborhood Council
 - 2016 Southgate KXLY Development Supplemental #01
 - 2017 Alternative Zoning Application #02: Simulated Urban Streetscape
 - 2017 Alternative Zoning Application #02: Fencing and Screening
- Comments received via email
 - Bike and pedestrian friendliness and access
 - Retention or replanting of Ponderosa Pines
 - Urban sprawl / South Hill's growth, loss of charm
- Comments presented at DRB review
 - STA's Monroe-Regal High Performance Transit Corridor project
 - Innovative Low Impact Development (LID) solutions
 - Traffic calming measures

DRB Recommendations: Neighborhood

Neighborhood Recommendations

- Applicant to provide additional detail on what is proposed for the pedestrian paths between the playfields and the development site.
- Applicant to pursue a mid-block, enhanced pedestrian crossing that strives to align with the proposed grid across Regal south of the Palouse Highway intersection in order for the proposal to evolve into an urban district per Section 5.6 of the Development Agreement.
- Applicant to work with STA to determine how to best incorporate the future High Performance Transit stop into the development.

DRB Recommendations: Site

Site Recommendations

- Applicant to look into opportunities to provide either additional site trees and/or provide select trees of greater size in lieu of saving the two existing ponderosa pines which are in poor health and may be difficult to save.
- Applicant to provide a landscape separation at the north end of the “ribbon park” between the curb and sidewalk at Regal.
- Applicant is requested to provide innovative, alternative Low Impact Development (LID) solutions.
- Applicant to provide additional detail on hardscape throughout the project on planned pedestrian connectivity within the parking lot and along Regal, including strategies that enhance the pedestrian environment.

DRB Recommendations: Building

Building Recommendations

- The Design Review Board requests the applicant, before the next meeting, defines whether Pad “E” will be in phase I or II.
- Applicant to provide better screening of Pad “A” along the south facade.



Questions

Plan Commission Liaison Report

February 2, 2017

Greg Francis – gfrancis1965@yahoo.com

The Plan Commission provides advice and makes recommendations on broad planning goals, policies, and other matters as requested by the City Council. It meets the second and fourth Wednesday of each month at 2pm in the Council Briefing Center in city hall with hearings typically starting at 4pm if there are any scheduled for that session. All Plan Commission meetings are open to the public.

Hearings

Mayor's Quality Housing Report – The Plan Commission heard an overview of the final report from the Mayor's Quality Housing Task Force at the January 11th meeting and it was unanimously recommended for approval. The final report can be found at <https://my.spokanecity.org/projects/mayors-housing-quality-task-force/>.

Lincoln Heights District Center Master Plan – The master plan is a high-level planning document for the Lincoln Heights district center and identifies next steps in improving the center including park and pedestrian improvements, reclassification of 27th Avenue as a feeder to improve future funding options, and some long-term considerations for doing a traffic study of 29th Avenue. Lincoln Heights neighborhood council was at the hearing to support the plan. The Plan Commission unanimously recommended approval of the plan. The plan is available at <https://my.spokanecity.org/projects/lincoln-heights-district-center/>.

Workshops

Brownfield Program Update – Brownfields are areas with contaminated soil that have a goal of redevelopment. The Plan Commission received an update on two brownfield sites: Riverfront Park and "The Yard" near Hillyard. Riverfront Park is receiving an extensive review prior to targeting specific areas of the park for cleanup since the planned improvements to the park will require digging down into contaminated soil that was originally "capped" when the park was first developed. For "The Yard," a review of old records is being done to identify specific areas that are potentially contaminated with a goal of doing soil samples to identify actual contaminated soils.

Wetlands Code Update – Changes to state law and updates to the Comprehensive Plan are requiring an update to the municipal code regarding protecting wetlands within Spokane. Staff is also doing a general cleanup of the code at the same time.

Comprehensive Plan – Transportation Chapter – The transportation chapter (Chapter 4) of the Comprehensive Plan is one of two chapters of the plan that is being substantially rewritten. At the January 11th meeting, the Plan Commission was presented with the first the first complete draft of the chapter. The goals and policies have been substantially

streamlined while still providing a robust transportation plan for the city that supports all modes of transportation, including automobiles, bicycles, pedestrian and public transit. As part of this update, the bicycle master plan is being updated as is the arterial map. See below for more information about this important chapter. The draft of the chapter and a lot of supporting documents are at <https://my.spokanecity.org/projects/link-spokane/>.

Comprehensive Plan Chapter Updates General Update – The Plan Commission is receiving frequent updates to the Comp Plan chapter update process, including revisions based on feedback from individuals and the Community Assembly. See below for more information. The drafts at <https://my.spokanecity.org/shapingspokane/draft-chapters/> are pretty stale with updated drafts expected later in February.

Potential Revisions to Comprehensive Plan Amendment Process – The current process for applications for Comprehensive Plan amendments is that the applicant submits the application, the application is then verified complete by staff, staff then does much internal review including SEPA review, traffic studies and workshops with Plan Commission, then it goes through a Plan Commission hearing, and finally it goes to City Council for approval. As currently implemented, unless an applicant fails to complete the application or it is withdrawn by the applicant, the proposed amendment has to pass through the entire process even if it's very likely to get rejected by City Council. This can waste substantial staff and Plan Commission time. The city is looking at changing the process to include a "docketing" process after the application is submitted that would take it before City Council before staff and Plan Commission expend significant time on the application. The docketing would enable the City Council to reject or potentially defer the application to a later date. Some larger municipalities in Washington (e.g., Seattle, Tacoma, Redmond) use this process to eliminate frivolous or extremely unpopular proposed amendments. This change may also be applied to private applications that propose to change the Unified Development Code. Plan Commission had lots of questions and concerns about how this process would be implemented.

Comprehensive Plan – Implementation Chapter – The Plan Commission was introduced to the fundamentally complete matrices for the implementation chapter. These matrices provide a list of city projects that implement the Comprehensive Plan and includes lists of projects that are in progress, are planned for future implementation, as well as a sample of projects that have been completed that have addressed specific policies and goals in the Comp Plan. There are four matrices that are currently almost two hundred pages in length. About one hundred pages of these will be included in chapter two and the rest (the master matrix) will be included as an appendix. This is the city's first attempt at including a work program in the Comprehensive Plan and it shows. While it has its faults, it is a good attempt at showing what the city is doing to actually implement the Comp Plan and that they aren't just letting the Comp Plan sit and gather dust. Like other chapters of the Comprehensive Plan, the drafts are available at <https://my.spokanecity.org/shapingspokane/draft-chapters/> but they are still very old and will be refreshed sometime later in February in preparation for the hearing on March 8th.

Upcoming Hearings (Known)

2/22 - Comprehensive Plan Mandated Code Amendments (may be deferred to March 8th)

3/8 - Comprehensive Plan Chapter Update (rescheduled from 2/22/17)

Comprehensive Plan Chapter Updates

As you can see from the workshops above, there is a lot of activity surrounding the Comprehensive Plan chapter updates. In addition to the workshops with the Plan Commission, the staff has done presentations to the PeTT and LUC committees and has conducted workshops at the past four City Council study sessions. They will also be presenting at the 2/9 City Council study session and possibly the one on 2/16.

Most of the City Council briefing sessions have been attended by myself, Paul Kropp and Kathryn Alexander. During these sessions, we have seen that there is a significant amount of discussion regarding the chapter updates with a number of changes being suggested to the staff. These changes have contributed to delaying the final Plan Commission hearing from 2/22/17 to 3/8/17. One substantial set of changes by the City Council is the to make Northtown and the Five Mile shopping centers district centers. There have also been concerns expressed by some City Council members that perhaps too much discussion text is being removed from chapters, a concern that the Community Assembly expressed in its resolution at the January 5th meeting.

Once the City Council briefing sessions are completed, a final set of the draft chapters will be made available at <https://my.spokanecity.org/shapingspokane/draft-chapters/> to provide the public several weeks to review the final drafts prior to the Plan Commission hearing on March 8th. Comments can be made to shapingspokane@spokanecity.org all of the way until the final City Council vote, which will likely be sometime in late May.

Special Note about Transportation Chapter Update

As part of the transportation chapter rewrite, many of the transportation maps are also being updated. The arterial map has 125 proposed changes and there also nearly twenty proposed changes to the truck routes map that neighborhoods may want to look at closely as these changes could impact your neighborhood. One specific change to the designated truck routes is the recommendation to make Hamilton/Nevada from Trent to Highway 2 a T-2 truck route. All of the map updates are available at <https://my.spokanecity.org/projects/link-spokane/> under the section titled "January 25, 2017 Plan Commission Meeting Material." The list of proposed changes to the truck routes is on page 168 of the PDF titled "Transportation Chapter-Link Spokane-Plan Commission Packet-012517.pdf." Comments regarding the transportation chapter can be submitted to Mike Tresidder at mtresidder@spokanecity.org, Louis Meuler at lmeuler@spokanecity.org, or shapingspokane@spokanecity.org.

Centers and Corridors

Future Centers

Lisa Key, Director of Planning



Original Center Planning Process

- 47 Potential Centers/Corridors Identified
- Measured Against 29 Characteristics, including . . .
 - Presence of schools/parks/trails/etc.
 - Available/buildable lands?
 - Multi-family residential zoning? Commercial zoning?
 - Buildings oriented to the street?
- NorthTown and Five Mile were both scored:
 - Five Mile Scored 9/29
 - NorthTown Scored 8/29

Original Center Designation

- Location identified by circle on the Land Use Map.
 - Exact boundaries not established.
 - Circle size generalized based on center type.
- Existing Commercial zoning was changed to CC₁, CC₂, or CC₃ overlay.
- Existing land use remained in place until neighborhood planning process.
- Once designated Neighborhood Planning Process is required to :
 - Study/analyze potential boundaries.
 - Identify/analyze adjacent properties.
 - Determine core area boundaries – change to CC Core land use.
 - Amend the Land Use Map to CC Core, etc.

Remaining “Unplanned” Centers & Corridors

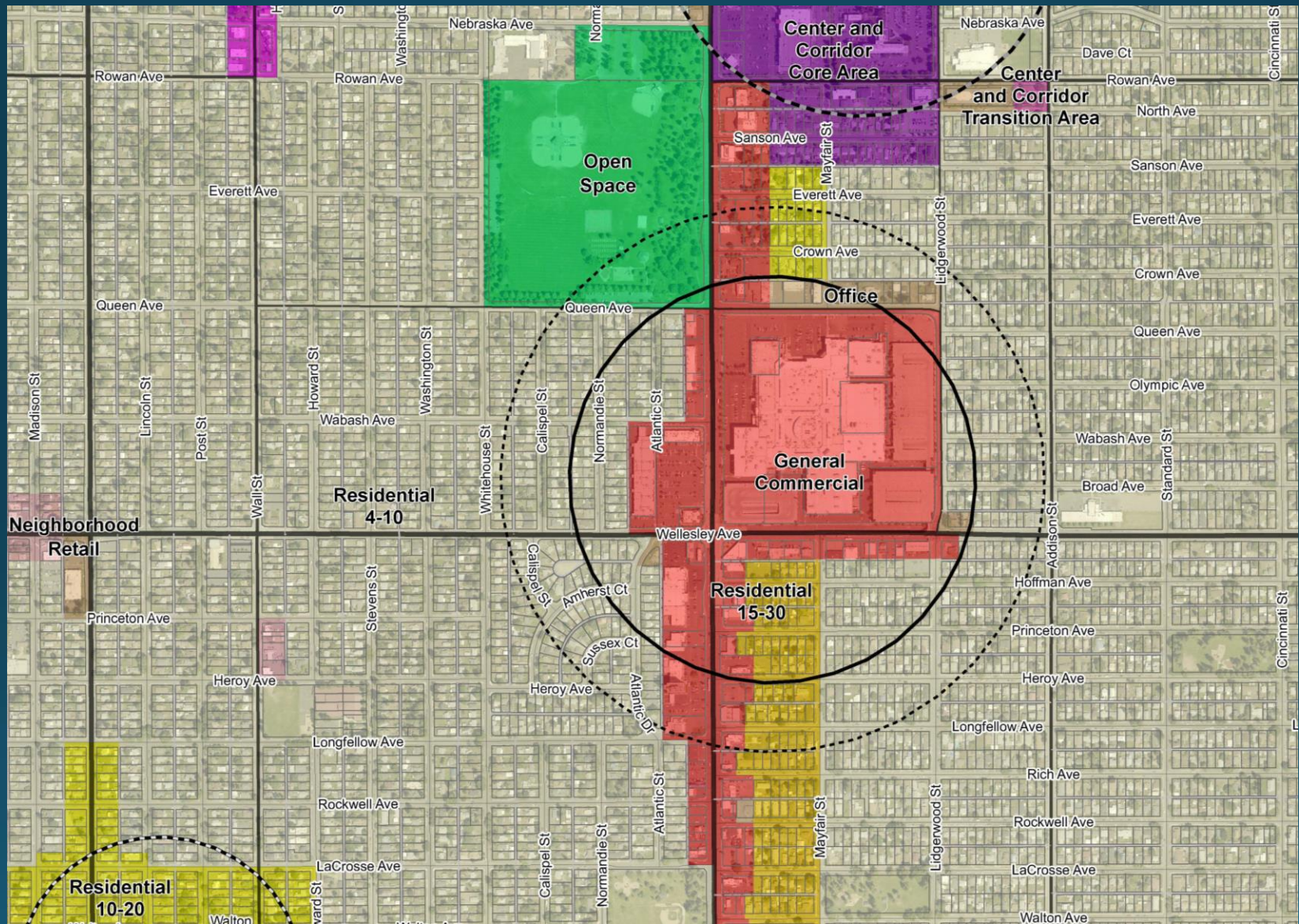
Full neighborhood process has not been completed for 6 areas:

- Grand Blvd NC
- Lincoln and Nevada NC
- Shadle DC
- 57th and Regal DC
- N Nevada EC
- N Monroe Corridor (southern portion)

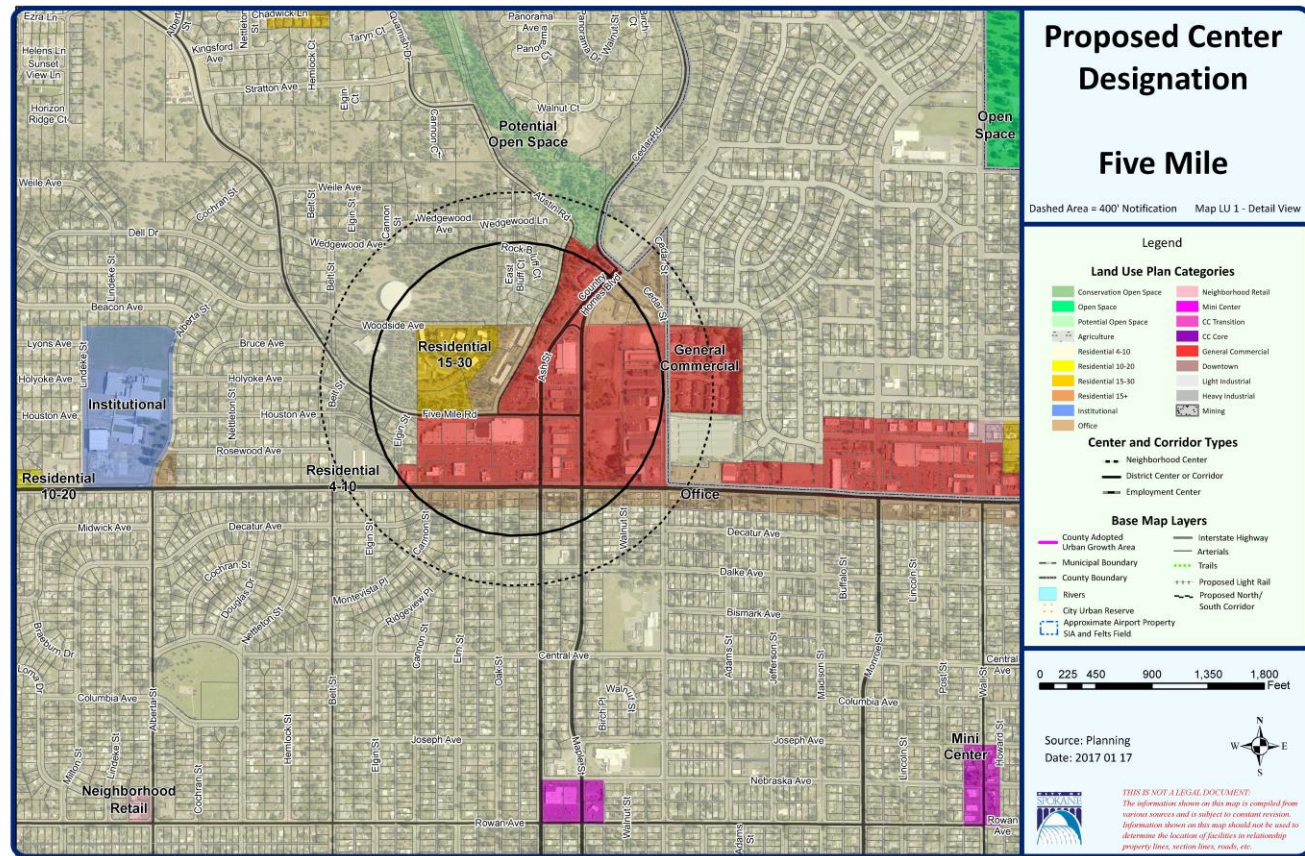
Proposed Centers

2017 Comp Plan Update

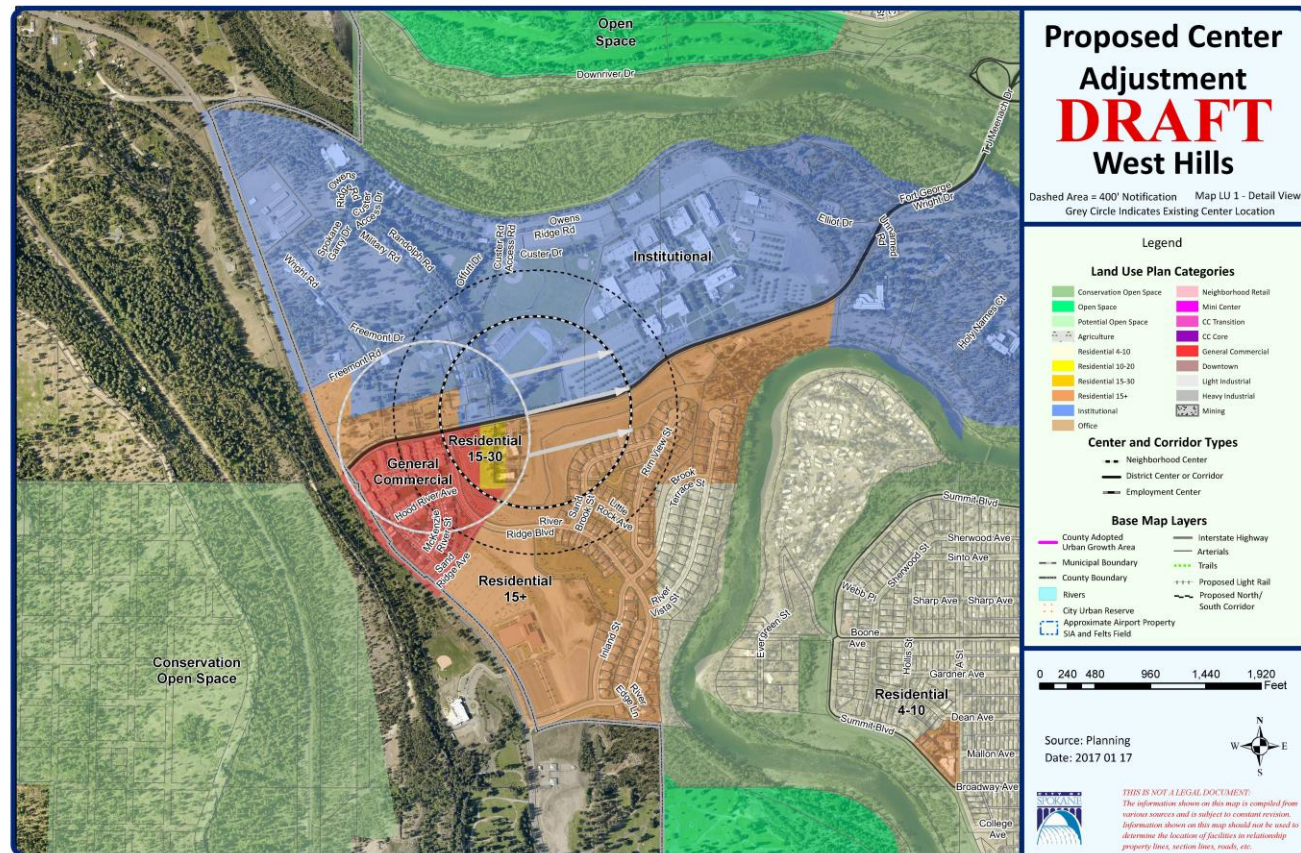
Potential Center - NorthTown



Potential Center – Five Mile



Center Relocation – West Hills



Current Comprehensive Plan

- LU 3.2 – Centers and Corridors
 - Discussion: “Final determination is subject to the neighborhood planning process.”
- In District Center:
 - “Buildings are oriented to the street . . . Parking lots are located behind . . .”
 - “A central gathering place, such as a civic green, square, or park is provided.”
- LU 3.3 – Planned Neighborhood Centers
 - “Designate new centers or corridors in appropriate locations on the land use plan map through a neighborhood planning process.”

Land Use & Zoning Challenges

- Land Use:
 - Opens door to Comp Plan Amendments to expand Commercial outside of Neighborhood Planning Process
- Rezoning:
 - Abbreviated Public Participation Process
 - Under current design standards, would reduce allowed building height in Northtown Center - potential “downzoning”
 - SEPA Review associated with a Zone Change

Proposed Solutions

Designate NorthTown and Five Mile as new district Centers & relocate West Hills NC, with the following provisions:

- Zoning will not be changed at this time.
- New policy language will be added that prevents any land use / zoning change in “unplanned centers” until a Neighborhood Subarea Planning process is completed.
- Height limits in Northtown Center will be evaluated as part the subarea planning process.

Noticing – Public Outreach

- Presentations to Community Assembly, Neighborhood Councils, etc.
- Mail Notice per Comp Plan Amendment Procedures – Properties within 400 feet.
 - 1000 – 2500 Notices to be Mailed (Depending on Final Location)
 - \$750 - \$1875 Estimated Cost of Mailing
- E-mail to Comprehensive Plan Update Distribution List
- Presentation to Plan Commission
- Consultation with SRTC and Commerce Staff

Community Assembly

February 2, 2017



Guest Login

- **Wi-Fi Options : WiFi3 or Mason**
- **Password: wcccguest1603**



District Model Overview Community Assembly

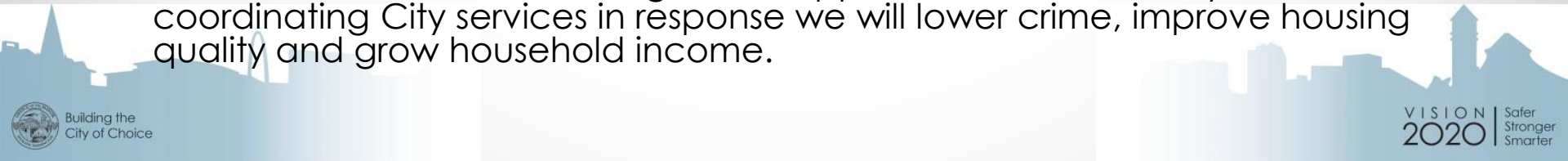
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February 2, 2017



Delivering City Service through a District Model

- **Districts are Unique** - The City recognizes that the unique needs of each district matter. The City must be prepared to understand and respond to the complex nature of challenges that face our neighborhoods. Challenges like property crime, substandard housing, low wages and poor health cannot be solved by any one program or agency.
- **Coordination of Services Tailored to Districts** - Overcoming these challenges means coordinating services between City departments, service agencies, the private sector, faith organizations and educational institutions to address the specific needs and characteristics of each district. To more effectively coordinate services and respond to district needs, the City will create inter-departmental teams and assign one to each of the three City Council districts.
- **District Teams to Work with Community** - The teams will be responsible for working with a panel of community stakeholders from each district to identify priority needs, set goals and coordinate the response of City services to meet these needs.
- **Tracking Progress** - Progress in achieving goals will be tracked and reported on a regular basis to the district community stakeholders, Mayor and City Council district representatives.
- **Engage the Community to Identify Opportunity** - By engaging stakeholders most familiar with the challenges and opportunities in each City district and coordinating City services in response we will lower crime, improve housing quality and grow household income.



Recap

- Overview of District Model presented to the Community Assembly is November.
- From November through January internal City Staff has worked on pilots to orient themselves to the new district model.



Timeline

4th Quarter 2016 through 4th Quarter 2017

- November/December of 2016

Organize district teams internally and selects 1-3 projects

- January of 2017

Community Stakeholder Group organized and meets

- February of 2017

Combined District and Stakeholder team meeting

- March of 2017

Completion 4thQ internal projects & 2017 projects selected



City Staff Coordination

- City Staff began meeting internally in November of 2016.
- These internal meetings were to set goals, enhance communication across multiple departments, provide professional growth and create organized groups internally.
- Each internal district group chose a pilot project to address potential future logistical needs.
- Projects were chosen to orient staff to this new model and give them a “how to” to bring to the community stakeholder meetings.



How are Neighborhoods Participating

- Attend District Community Stakeholder meetings
- Provide input from your neighborhood to identify priorities and needs
- Becoming familiar with existing neighborhood Plans, projects and characteristics and provide insight at each community stakeholder meetings.
- Assist in Identifying and prioritizing strategies and tactics that address your neighborhoods priorities and needs.

External District Team Members

External stakeholders will provide a critical link between the district teams and the community. External district team members will be identified through collaboration with the City Council, Mayor's office, Neighborhood Councils and other community leaders. Invitations for external members will be sent jointly from the Mayor and City Council district representatives. The roles of the stakeholder panel will be:

- Identify and prioritize district needs, opportunities and targeted areas
- Provide input into and review district team strategies and tactics in response to district needs and opportunities
- Commit resources in responding to established needs in conjunction with the City service response
- Communicate and promote the work of district teams within representatives' respective networks



External District Team Members

Organization	Role
Neighborhood Councils	Member
Spokane Public Schools	Member
Business Owners/Operators	Member
Faith Organizations	Member
Social Service Agencies	Member
Spokane Regional Health District	Member
Community Centers	Member
Youth	Member
Service Organizations (Kiwanis, Rotary, etc.)	Member
Housing and Commercial Development	Member
Public Development Authorities	Member

Choosing a Dist. Rep from your Neighborhood

- It is up to each neighborhood Council on who they would like elect as a district team representative.
- District teams will be meeting with City Staff and other external community partners collaboratively and on a quarterly basis.
- Your district representative should be reporting back to you neighborhood council on projects and discussions.



What do Neighborhood Councils need to know?

- Before you send your chosen district team represented its important to know your neighborhood plans, goals and vision.



Community Stakeholder Meetings

- District 1:
 - ☐ February 16th
 - ☐ Northeast Community Center
 - ☐ 5:00 p.m.
- District 2:
 - ☐ Week of February 23rd
 - ☐ East Central Community Center
 - ☐ 6:00 p.m.
- District 3:
 - ☐ Exact date and location coming soon



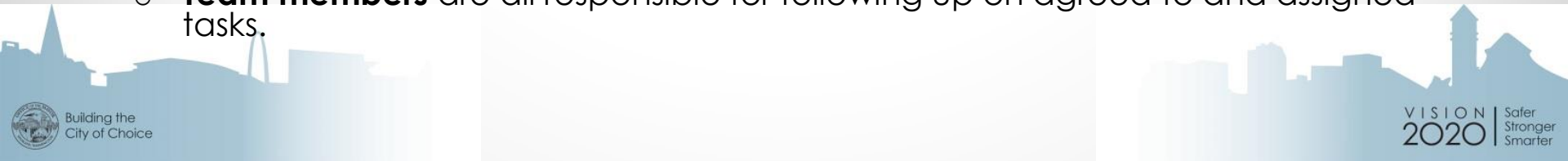
Desired Outcomes

Each district team will be encouraged to generate their own strategies to achieve these outcomes. The teams will identify actionable steps that can be implemented through current City services to create positive change. These might include and are not limited to:

- Reduce crime through addressing the 5 parcels generating the most calls for service.
- Increase property value by focusing on the 3-5 contiguous blocks with most home foreclosure, disrepair and abandonment.
- Promote development by highlighting 5 vacant or underdeveloped parcels with incentive profiles (e.g. Macy's building).
- Engage the community through a "Cleaning from the Corridor" event
- Grow sense of place and neighborhood identity by creating unique public spaces in underutilized public right of way.
- Reduce crime through targeting the district park with highest rates of vandalism and calls for service.
- Enhance public spaces by identifying opportunities to improve planned capital projects' impact on the community.

Roles

- **ONS Director** will serve as the district team model lead.
- **District Leaders** will serve as project managers and will be responsible for tracking and managing the work of the district teams. District team leaders will be nominated by the Mayor's cabinet.
- **Facilitator/Recorders** will facilitate and prepare agendas for district and stakeholder team meetings. They will record results of team meeting and report to internal leaders.
- **Department Heads** are not members or of district teams, but are responsible for supporting and providing resources to implement district team strategies and tactics.
- **City Council District Representatives** will serve as communicators about district team activities and are primarily responsible for identifying and managing policy response and support to district team strategies and tactics
- **External Communications Lead** will be responsible for managing and maintaining district website where district plans and activities will be published and tracked. They will also coordinate with the Director of Communications to promote district team activities and success.
- **Neighborhood Services** will coordinate with internal and external partners to provide training and education for district teams on existing neighborhood plans, current and planned projects, relevant historic neighborhood challenges and current issues.
- **Team members** are all responsible for following up on agreed to and assigned tasks.



Questions? Suggestions?

