Public Participation Program

(Appendix B to INFILL DEVELOPMENT PROJECT CHARTER)
Version 5/9/2016

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Introduction

The City of Spokane is developing strategies and discussing issues and opportunities related to infill housing, which is intended to result in short- and mid-term recommendations for action. This public participation plan is a framework for activities to include input in developing strategic recommendations by a designated steering committee for potential programs, projects or regulations for infill development.

Meaningful public involvement is a key component of any planning process. Public involvement and investment in the process is crucial to the outcome. The City of Spokane is committed to engaging the public and targeted stakeholders throughout the project. It is the goal of this public participation plan to ensure all Spokane residents are aware of the process and have the opportunity to be active participants.

This public participation program outlines the public involvement goals and objectives for the Infill Development Project, as well as the strategies that will be used to fulfill the goals and objectives. It also shows general timeframes for public involvement, the exact timing of which will be contingent upon steering committee progress toward recommendation development.

The Infill Development Project

Project Purpose

- To identify tools that will enable and promote quality development on vacant and underdeveloped lots and parcels in developed areas of the city as well as within the city's urban growth boundary in a manner that:
    - Provides a desirable mixture of affordable housing options to people of all income levels, and sustainably realizes density objectives;
    - Is designed to maintain and encourage attractive neighborhood character;
    - Is consistent with the City of Spokane Comprehensive Plan, as well as adopted neighborhood plans and subarea plans; and,
    - Is consistent with existing neighborhood character, and/or the neighborhood character envisioned in adopted neighborhood plans.

Project Goals:

- Communicate and review today's development standards and tools with descriptive graphics to illustrate implementation potential.
- Develop recommendations to increase clarity and effectiveness of existing residential infill regulations.
- Explore opportunities to better promote and encourage infill housing development in desired locations through potential changes in policies, code amendments, education and promotion strategies, and/or incentive programs.
- Evaluate what, if any, further changes are needed to implement the City's Comprehensive Plan policies, and neighborhoods' visions as reflected in adopted neighborhood and subarea plans, for development of vacant or underdeveloped lots and parcels within an already built-up area.
- Establish a system to monitor trends in permit counts and valuation by area, and evaluate performance relative to the economy.

Desired Communication Outcomes

- Produce useful documents to describe today's development standards and tools.
- Increase public awareness of the infill tools and allowable development products.
- Dialogue with stakeholders that results in productive recommendations to increase opportunities for development and new housing on vacant or underdeveloped sites in built-up areas.
- Develop an easy-to-follow report and recommendations for future action based on the project's findings.
- Develop a plan for monitoring the effectiveness of infill development strategies developed through this process.

How the Report Will Be Used

- The final report and recommendations by the steering committee will be used to guide and monitor the development of changes in policies, code amendments, education and promotion strategies, and/or incentive programs, and their subsequent effectiveness in promoting infill development opportunities.

Public Involvement Objectives

Education/Information

- Actively engage the public in the planning and recommendation process by gathering public input.
- Promote key interest group participation in infill development.
- Leverage the key interest groups as advocates for public understanding, support, and funding.
- Inform stakeholders about the participation process.
- Generate awareness about involvement opportunities.
- Increase awareness of the interrelation between infill development and sustainability.

Engagement

- Ensure public input is considered throughout the planning and decision-making process.
- Engage the general public and key interest groups.
- Provide multiple and different types of input opportunities.

Public Involvement Activities

Opportunities for public comment will be provided at several public meetings and by email throughout the project. Public comments and recommendations, collected in the meetings and discussions described below, will be compiled in a comment log and general response summary to enable arranging by interest areas and topics, an example of which is attached as **Attachment A**. The final study report will include this log as a Comment/Response appendix to the report.

Outreach to Community Organizations

The project will reach members of various organizations in the community to promote awareness of the project and opportunities to participate. Throughout the project, project staff will provide presentations as requested to community and professional organizations. Such organizations include the Community Assembly Land Use Committee, Homebuilders, Realtors Association, Downtown Spokane Partnership, neighborhood business associations, and neighborhood councils.

Project staff will send a participation request by email to all neighborhood council chairs.   The request will ask that each neighborhood council:
- discuss and document the opportunities and concerns associated with infill development, and
- designate one representative of the neighborhood council to participate in the Neighborhood Council Representatives focus group meeting, described below under the section "Meet with Stakeholder Focus Groups."

The City's Office of Neighborhood Services staff liaisons will also provide information at neighborhood council meetings to encourage involvement. Neighborhood councils will be encouraged to remain involved in phases of the project following the focus group meeting.

Create a Steering Committee

A steering committee that includes Plan Commission members and identified stakeholder representatives will be established to participate in multiple focus group meetings and workshops. Members of the committee will include:

Plan Commission Members	Patricia Kienholz, Commissioner
	Michael Baker, Commissioner
City Council Members	Ben Stuckart, Council President
	Lori Kinnear, District 2, Liaison to Plan Commission
Finance/Real Estate	Mike Ekins, Interface Commercial Capital
Development (non-profit)	Cindy Algeo, Spokane Low Income Housing Consortium
	Darryl Reber, Inland Empire Residential Resources
Development (for-profit)	Michael Cathcart, Spokane Home Builders Association
	Asher Ernst, Infill Developer
	Evan Verduin, Make Architecture & Design
Community Organizations/ Neighbors	Kathryn Burk-Hise, Spokane Preservation Advocates
	Greg Francis, Plan Commission Community Assembly Liaison
	Kitty Klitzke, Futurewise
	Gail Prosser, Business Owner, Neighborhood Resident
	Andrew Rolwes, Downtown Spokane Partnership
	Patrick Rooks, Community Assembly Representative
Project Staff (non-voting)	

The steering committee will hold meetings before and after discussing infill development opportunities with the four focus subgroups described below. Meetings held before the focus subgroup meetings will be concerned with the project approach, while meetings held after the focus subgroup meetings will be concerned with developing the recommendations. These meetings will be noticed and open to the general public.

Meet with Stakeholder Focus Groups

Infill housing stakeholders will be invited to engage in a discussion of infill development centered on perspectives of four subgroups. These meetings are intended to be small to maintain focus. In addition to including all steering committee members, emphasis in each of the focus group meetings will be on a greater number of participants from the various stakeholder groups.

1. Finance/Real Estate
   - Representatives of lending entities and real estate agents

2. Architecture/Development
   Includes two subgroups: Not-for-profit developers and for-profit developers
   - Development community
   - Design and construction consultants
   - Large property owners

3. Community Groups
   - Community organizations
   - Public agencies
   - Other interested members of the public

4. Tiny Housing
   - Developers of tiny housing
   - Manufactured housing communities/manufactured housing representatives

5. Neighborhood Council Representatives
   - Representatives from each neighborhood council

Public Open House

After the steering committee has completed its stakeholder focus subgroup meetings, it will hold an open house meeting session, and participants will be asked to provide input on preliminary recommendations. Widespread public notice will be provided before the meeting. Draft documents that are being discussed by the steering committee will be available before the meeting. The steering committee will consider the public input during subsequent meetings as the committee develops a final report and recommendation.

Distribute Public Notices and Information

The City of Spokane will use a variety of methods to inform the public about public meetings, availability of draft reports, and important project milestones.

- **Internet**
  An interactive webpage with a broad range of capabilities to share information, facilitate public involvement online, and document project outcomes will be set up on the City of Spokane's project webpage at http://my.spokanecity.org/projects.

  The webpage will be capable of disseminating information such as news posts, event notices, documents, and meeting notes. Interactive maps and online engagement elements may be included. An intuitive user interface and search tools will be incorporated to help citizens locate relevant information quickly.

  Social media channels, including Twitter and Facebook, will be integrated into the webpage to allow for easy sharing of articles and project updates. The webpage will use the City's webpage format template with a mobile phone interface that allows the project team to share information and updates with demographics whose primary access to the Internet is via their Smartphone.

  The City of Spokane may provide related updates about the project and otherwise promote the project on its website, newsfeeds, and social media.

  Public information about existing methods of developing infill housing is available at the City's Development Options website, http://my.spokanecity.org/business/residential/development-options/. This webpage will be linked from the project website.

- **Email List**

  The Planning and Development Department will maintain a mailing list for notices of scheduled meetings. Notice will be provided by email. Individuals and organizations interested in being on the mailing list should email ngwinn@spokanecity.org or call at (509) 625-6893.

- **News Releases**

  To inform a broad audience of the project and/or final recommendation, the City of Spokane will issue one or more news releases to local media including, but not limited to: The Spokesman-Review, the Inlander, City Cable 5, and other TV and print media. New releases are also posted on the City's web site, emailed to subscribers, and published on the City's Facebook and Twitter accounts.

- **Other Methods**

  The project team may use other methods to reach a broad audience through a variety of channels. Examples of such other methods include, but are not limited to: neighborhood council status reporting and information gathering via City of Spokane Neighborhood Services staff liaisons at regular neighborhood council meetings; one or more status reports to the Friday Update weekly newsletter produced by City of Spokane Neighborhood Services, a one- or two-time direct mail brochure through utility billing inserts to City customers; media appearances; and short video productions for Web and TV Channel 5 to promote basic understanding by a broad audience on a number of relevant aspects of the project, such as webpage references, Comprehensive Plan goals, and challenges facing infill development in Spokane.

Spokane Infill Development Staff Contacts

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Attachment A to Public Participation Program

General Response Example

A summary response table will list general responses to the major issues raised in the comments. These general responses are intended to show what major themes are reflected in individual comments and recommendations.

Examples are shown below.

Date(s)	Stakeholder Group Represented	Theme	Subject of Comment	Zoning Category	Geographic Recommendation	Comment Summary	Notes	General Response
[Date 1]	[Neighborhood Council]	[Challenge]	[Attached Housing]	[List Zones]	[Area, Center Type or Neighborhood]			
[Date 2]	[Tiny Homes]	[Opportunity]	[Tiny Housing]	[List Zones]	[Area, Center Type or Neighborhood]			
[Date 3]	[Resident]	[Challenge]	[Mixed-use development]	[List Zones]	[Area, Center Type or Neighborhood]			

Infill Development

Steering Committee Meeting Schedule (Appendix C to INFILL DEVELOPMENT PROJECT CHARTER)

2016 Month / Monday of Week (meetings targeted any day of week)--->	April 25	May 2	9	16	23	30	June 6	13	20	27	July 4	11	18	25	Aug 1	8	15	22	29	Sep 5	12	19	26	Oct 3	10	17	24	31	Nov 7	14	21	28	Dec 5	12	19	26
Full Plan Commission Workshop: Sub-Committee Charter, Public Participation Plan & Schedule	■																																			
Project Webpage		x																																		
Focus Group 1 Meeting - staff hosts and facilitates				■																																
Focus Group 2 Meetings: Architecture/Development *(2a & 2b for- and non-profit initial subgroups)*				■	■																															
Focus Group 3 Meeting: Neighbors/Community Groups							■																													
Focus Group 4 Meeting: Tiny Housing					■																															
Focus Group 5 Meeting: Neighborhood Council Reps.										■																										
Staff follow-up activity: Send notes, collect and validate comments					x	x	x	x	x	x	x	x	x	x																						
Steering Committee Workshop #1													★																							
Steering Committee Workshop #2															★																					
Public Open House (may be held virtually?)																		■																		
Draft Report and Recommendation																				x																
Steering Committee Recommendation Meeting																					★															
Final Report and Recommendation																					x															
Full Plan Commission Workshop for Steering Committee Report and Recommendation																							■													
Plan Commission Public Hearing																									■											
City Council Advance Agenda Briefing																														■						
City Council Resolution Adoption on Legislative Agenda																															■					

Meeting Schedule Key:

■ Plan Commission
■ Focus Group
■ Steering Committee
■ Open House
■ City Council

Bold Text = Steering Committee Attendance Required

★ = Key Meeting

x = product occurrence target by week