



# Public and Stakeholder Involvement Plan

Light Rail Station Subarea Planning

SEPTEMBER 2013





# Introduction and Background

The City of Shoreline is engaging stakeholders, community representatives, and the public in community-based station subarea planning and environmental analysis. This public and stakeholder involvement plan describes activities for community engagement and outreach during the process. It begins with a summary of background information related to light rail station subarea planning in Shoreline, then describes general and specific opportunities for public education and involvement.

## An Overview of Station Subarea Planning Activities in Shoreline

A variety of recent, current, and ongoing visioning and planning activities will influence public and stakeholder involvement in the station subarea planning efforts, as summarized below.

## Proposed Light Rail Transit Service and Station Subarea Planning in Shoreline

The City of Shoreline is preparing for light rail transit service, which is projected to begin in 2023, running along the east side of the Interstate 5 corridor with two stations in Shoreline—at NE 185th Street and NE 145th or NE 155th Streets. Sound Transit received voter approval to plan and extend light rail service from Seattle to Lynnwood, known as the Lynnwood Link Light Rail Extension as part of the ST2 funding package in 2008. Shoreline's voters approved the ST2 package by over 60 percent.

Sound Transit published a Draft Environmental Impact Statement (DEIS) in summer 2013, which analyzes potential alternatives for light rail service facilities. In the fall of 2013, their Board will likely choose a "Preferred Alternative" that will determine whether they include a station at either NE 145th or NE 155th Street in their Final Environmental Impact Statement. Shoreline's City Council has expressed a preference for a station at NE 145th Street. The preferred alternative will also determine whether tracks will be elevated or at grade, and whether parking will be structured.

Meanwhile, Shoreline is moving forward with station subarea planning efforts and associated public and stakeholder involvement in those efforts. Potential land use changes within and around the light rail stations will be envisioned and evaluated. The process will identify and analyze potential land use changes that might be expected within the station subareas within three timeframes:

- The next 10 years until the stations open in 2023



May 22, 2013 City of Shoreline Community Meeting

- The 10 years following opening of the stations
- 2033 and beyond

### Shoreline Planning Background

The City adopted a major update to its Comprehensive Plan in December 2012, which sets the foundation for long range planning throughout the community, including in the station subareas. The 2011 Transportation Master Plan, integrated with amendments into the 2012 Comprehensive Plan, anticipates the implementation of light rail transit and places a focus on preparing the station subareas to enhance connectivity and accessibility to light rail. Initial Framework Policies were adopted by City Council in May 2012 and then adopted into the Comprehensive Plan as policies LU20 through LU43. These policies will guide development of subarea plans for each station area, and ultimately support development code changes to be adopted as an outcome of the station subarea planning process. Development of these plans will include public outreach, an evaluation of appropriate land uses for the station areas, different ways to connect to the stations, and environmental review. These plans include goals, policies, and proposed actions that support station subarea planning activities. The City’s citizen-based visioning work [Vision 2029](#) helped inform the goals and policies included in the Transportation Master Plan and Comprehensive Plan.

Recognizing that implementation of light rail transit will bring a significant change to transit service in Shoreline and provide opportunities for residents to connect to regional destinations, City planning efforts have provided a foundation for envisioning redevelopment that is transit

supportive and provides residents with a greater variety of services and amenities than currently exist.

### Ongoing Involvement Activities by Partner Organizations Related to the Station Subareas

In addition to the City’s efforts, several other entities are involved in public and stakeholder involvement associated with the station subareas.

- **Sound Transit** has its own process for public involvement, but is coordinating with City staff and City Council. Sound Transit’s Board is expected to make a recommendation on their Preferred Alternative for Lynnwood Link alignment and facilities in fall 2013. For more information visit: <http://www.soundtransit.org/Projects-and-Plans/Lynnwood-Link-Extension>
- **The 185th Station Citizens Committee (185SCC)** involves residents of Meridian Park, Echo Lake, and North City neighborhoods, as well as others who are working on creating the vision for the future of their neighborhoods with light rail. Anyone is welcome to attend their monthly meetings. For more information visit: [http://be.futurewise.org/content\\_item/shoreline185-aboutus](http://be.futurewise.org/content_item/shoreline185-aboutus)



Group photo of 185 SCC participants



- **New Citizen-Initiated Group for the 145th (or 155th) Station Subarea** will be forming in the coming months to engage interests in the Ridgecrest and Parkwood neighborhoods in station subarea visioning, similar to 185SCC’s efforts.
- **Senior Services**, a regional organization involved in advocacy for community development that supports seniors’ needs and seeks to engage underrepresented groups. Senior Services hosted two visioning events: the July 11th public meeting involving Shoreline’s Korean community and the August 7th event that focused on engaging folks of modest means.

For a video of the Korean community meeting, visit: <http://www.youtube.com/watch?v=IWBw3psGB1s#t=11>

For a video of the meeting with folks of modest means, visit: <http://www.youtube.com/watch?v=mYpNSNalyIA>

- **Futurewise**, a statewide public interest group working to promote healthy communities and cities, has been supporting visioning activities in summer 2013 and will provide ongoing outreach to the public related to the benefits of implementing transit oriented communities.

*Senior Services and Futurewise received grant funding from the Equity Network through the Growing Transit Communities Partnership administered by Puget Sound Regional Council.*



# Purpose, Goals, and Key Messages of the Public and Stakeholder Involvement Plan

## Purpose of the Public and Stakeholder Involvement Plan

The purpose of the public and stakeholder involvement plan is to provide a framework for engaging the Shoreline community and key stakeholders in developing plans for equitable and sustainable transit-oriented communities around the proposed light rail stations. The community will be engaged in meaningful ways throughout the duration of an open and transparent planning process. The public and stakeholder involvement plan also integrates the ongoing related activities of other groups and entities focused on station subarea visioning and regional transit-oriented development.

City of Shoreline Comprehensive Plan goals and policies and the City’s Vision 2029 are foundational to station subarea planning and community engagement. Refer to the appendix for relevant guiding policies from these documents.

## Goals for Community Engagement

- A.** Provide hands-on, interactive methods for community involvement that enable citizens and other stakeholders to help shape the station subarea plan(s).
- B.** Provide opportunities and venues for input and comment throughout the duration of the planning process.
- C.** Involve and engage the full diversity of community interests, including those in the immediate station subarea, as well as the broader community, and current residents as well as those who may live here in the future.
- D.** Build community awareness about the coming of light rail service, the potential for change in land use around the station

areas, and how this change may occur incrementally over time.

- E.** Reach out to regional interests and other communities to learn about their efforts related to promoting and building transit-oriented communities.

## 185th Street Station Subarea Plan Project Goals and Objectives

This plan initially focuses on engaging the community in the 185th Street Station subarea planning process, but ultimately can be expanded to include activities related to the 145th (or 155th) Street Station subarea planning process. Community engagement efforts will support the goals and objectives of these planning efforts, as described below.

The goals of the station subarea planning effort are to define a plan for potential future development around the new light rail station, to provide Shoreline citizens greater access to the region’s transit system, and create a vibrant, equitable transit-oriented community.

The objectives of the station subarea plan are to:

- Engage stakeholders and the larger community in a land use planning process that achieves broad consensus and public support.
- Maximize near-, mid-, and long-term land use opportunities presented by the light rail station, including a broad mix of residential, employment, and commercial uses.
- Maximize pedestrian and bicycle access between uses that develop in the area.
- Establish a comfortable, attractive, and vibrant public realm.

- Create effective transitions between the newly planned transit-oriented community and adjacent uses.
- Maximize opportunities for housing accessible to a range of income levels.
- Enhance the ridership base for the expanded transit system.
- Change is coming to the light rail station subareas, and this is the community’s chance to get involved and to help shape that change.
- Change in the station subareas will happen slowly and incrementally. While the light rail station and related improvements are scheduled to be completed by 2023, redevelopment in the station subareas will happen by gradually, over several decades.
- The community will be engaged in helping to define a vision and plan for change in the station areas related to three specific timeframes:
  - 2013-2023
  - 2023-2033
  - 2033 and beyond
- Developing a strong vision and plan for the station subareas will achieve benefits at global, regional, community, and neighborhood levels, as shown in Figure 1, below.

### Key Messages

Key messages to be conveyed to participants throughout the planning process and via a variety of communications and collateral materials include the following.

**Figure 1—Benefits of Transit-Oriented Communities**



#### PLANET

- Reducing carbon footprints and greenhouse gas emissions
- Mitigating climate change



#### REGION

- Preserving recreational and environmental functions of natural resource areas
- Reducing traffic congestion



#### COMMUNITY

- Promoting access and connectivity
- Increasing livability, employment, and housing options



#### NEIGHBORHOOD

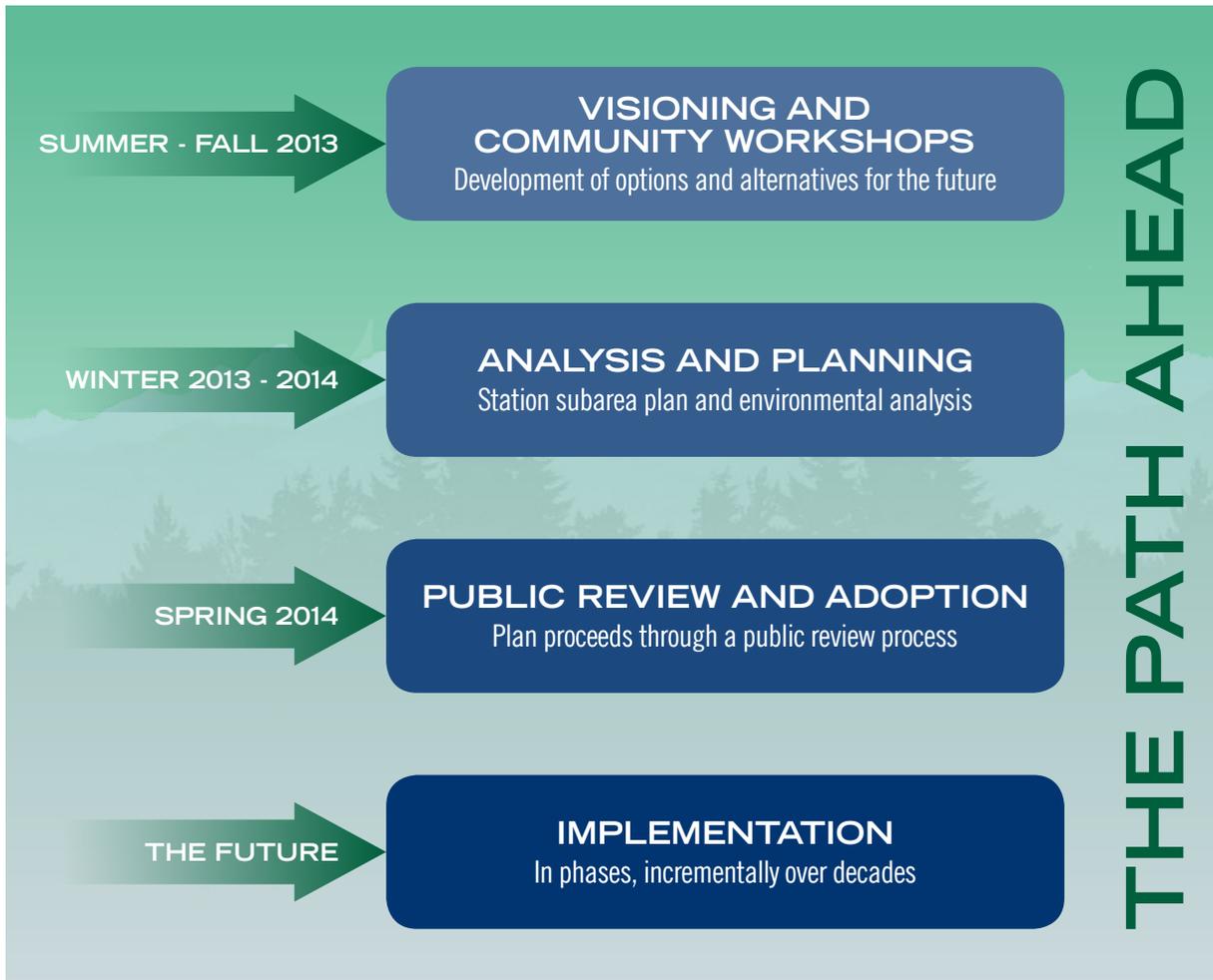
- Enhancing complete streets and walkability
- Encouraging vitality and placemaking
- Providing goods and services

# Proposed Planning and Involvement Process and Timeline

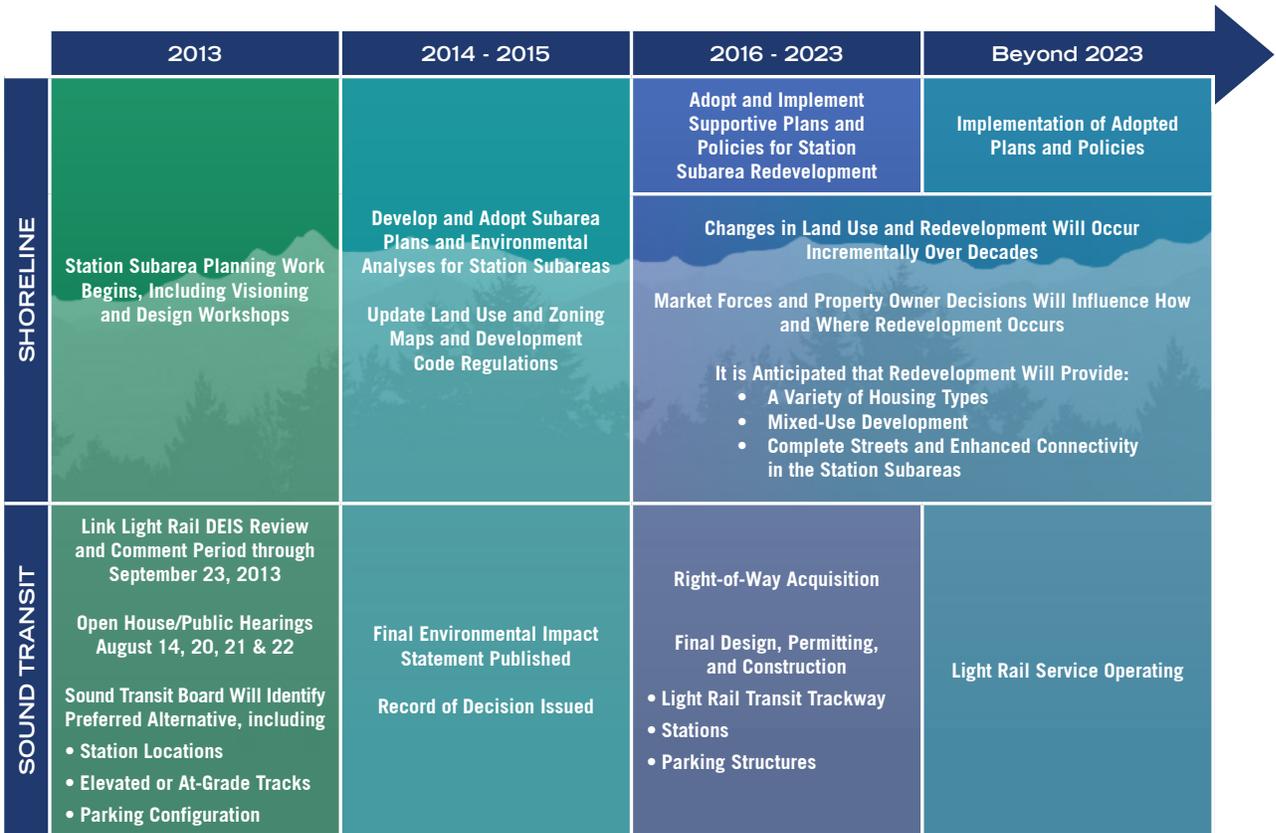
The timeline for implementing this public and stakeholder involvement plan will run concurrently with station subarea planning activities from August 2013 through 2014, with activities planned to help inform key decision-making points. Figure 2 below provides a quick reference overview of upcoming activities. Refer to the more detailed timeline graphic, included

as Figure 3 for an illustration of proposed public and stakeholder engagement activities during the station subarea planning process. Figure 4 displays a longer timeline and delineates between Sound Transit’s process for developing stations and the City’s process for developing station subarea plans.

**Figure 2—Station Area Planning Process**



**Figure 4—Light Rail Implementation and Station Subarea Planning and Redevelopment**



**Figure 3—185th Street Station Subarea Planning and Community Engagement**



- 185 SCC Meetings—1st Monday of Each Month, City Hall 7:30 to 8:30 pm
- ★ Station Subarea Design Workshops:
  - 1 November 6: Strengths, Weaknesses, Opportunities, and Constraints
  - 2 Mid January: Alternatives Development
- Visioning Workshops, Meetings, and Events:
  - 1 July 11th Korean Community Event
  - 2 August 1st Visioning Workshop for 145th/155th
  - 3 August 7th Event for Folks of Modest Means
  - 4 August 22nd 185SCC Visioning Workshop for 185th
  - 5 September 19th City of Shoreline Final Visioning Workshop



## Participants in the Process

Shoreline will involve the overall community as well as key property owners, neighborhood and community groups, regional interests, and others in station subarea planning. City of Shoreline staff will coordinate and facilitate public and stakeholder involvement efforts for the station subarea planning process with support from consultants. A brief summary of intended participants in the station subarea planning process follows.

### Overall Community

The entire Shoreline community will be invited to participate in station subarea planning efforts. To inform the involvement process, it is important to understand some background about the community. The information below is summarized from the Shoreline Comprehensive Plan and other sources.

- Shoreline's 2012 population was estimated to be 53,270 (by the Washington State Office of Financial Management).
- The population has remained relatively stable, with an increase of only 245 between the 2010 census and the 2012 estimate.
- While the population has remained steady, demographics have been changing, including two noticeable trends:
  - Greater diversity in the community—the white population of Shoreline declined by 8 percent between 2000 and 2010.
  - Aging of the general population—the median age of residents increased from 39 in 2000 to 42 in 2010
- Foreign born residents of Shoreline increased from 17 percent of the population in 2000 to 19 percent in 2010 (American Community Survey and US Census data).
- The largest minority population is Asian-American, composed of several subgroups, which collectively make up 15 percent of the population.
- The African-American population increased by 45 percent between 2000 and 2010, the highest increase of any population, followed by a 15 percent increase by people of two or more races.
- Hispanic people may be of any race, and this demographic increased by 41 percent between 2000 and 2010.
- “Baby boomers,” those born between 1946 and 1964, comprise approximately 30 percent of the population.



*Otak facilitating a community workshop for planning around the Beacon Hill light rail station*

- Shoreline has the second largest percentage of people 65 and older among King County cities; the aging population of the community is an important consideration when coupled with the fact that many older adults heavily rely on transit for transportation.
- Among older adults, the fastest growing segment is people 85 and older, up 1/3 from 2000.
- An estimated 73 percent of dwelling units in Shoreline are single family homes; 27 percent are multi-family units.
- The median value of owner-occupied housing in Shoreline was \$205,300 in 1999 and at the time of the Comprehensive Plan update in 2012, it was estimated at \$372,200 (2008-2010 American Community Survey). The estimated median monthly rent for the same period was \$982.

### Neighborhood Interests

Neighborhood interests include identified neighborhoods as well as specific local groups with an interest in the station subarea planning process. There are three levels of neighborhood interests:

1. Neighborhoods that are part of the designated subareas of each light rail station—these neighborhoods potentially will experience the most change in the coming decades as land uses around the light rail station transform.
2. Neighborhoods adjacent to or nearby the subareas— residents of these neighborhoods will benefit from improved transit accessibility, but will be less impacted by the other aspects of redevelopment.
3. Other neighborhoods throughout the City— these neighborhoods typically would not experience land use change related to light

rail implementation, but there may be some transportation changes that would help residents get to and from the stations, such as improved bicycling routes, enhanced local bus service, park and ride, etc.

Neighborhoods that are part of designated subareas of each light rail station include the following.

- 185th station area neighborhoods:
  - North City
  - Echo Lake
  - Meridian Park
- 185th station area adjacent neighborhoods:
  - Ridgecrest
  - Ballinger
- 145th (or 155th) station area neighborhoods:
  - Ridgecrest
  - Parkwood
- 145th (or 155th) station area adjacent neighborhoods:
  - Briarcrest
  - Meridian Park
  - Westminster Triangle

Neighborhood groups forming to include representatives from the above neighborhoods include:

- 185th Station Citizens Committee (185SCC)
- Newly forming committee for 145th or 155th station area

Neighborhoods throughout the rest of Shoreline include:

- The Highlands

- Highland Terrace
- Richmond Highlands
- Hillwood
- Richmond Beach
- Innis Arden

### Community-Based Organizations

Community-based organizations in Shoreline, in addition to the neighborhood interests listed above include groups such as:

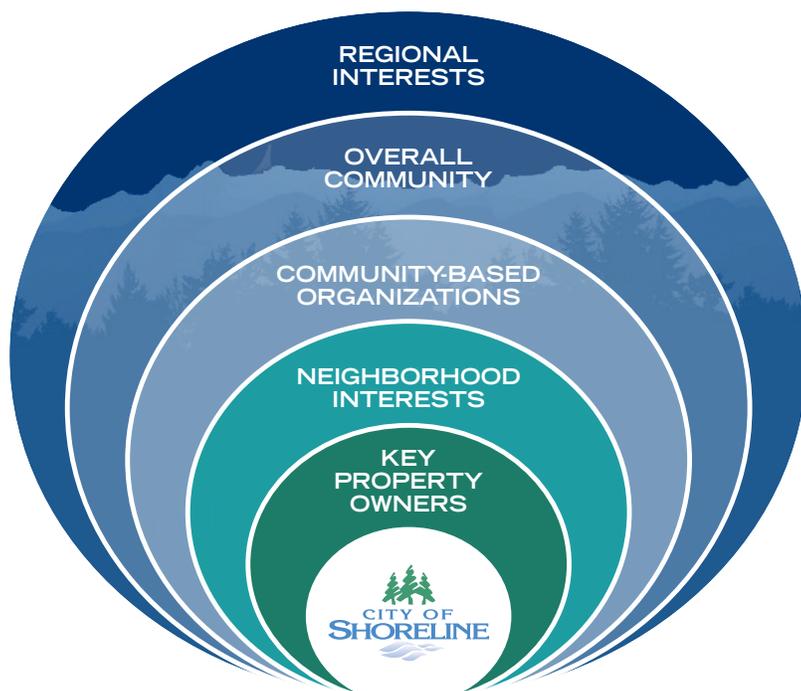
- Local organizations, including Solar Shoreline, Diggin’ Shoreline, and the Shoreline Farmers Market
- Surrounding Cities’ Neighborhoods: (North Seattle, South Edmonds, Town of Woodway, South Mountlake Terrace, West Lake Forest Park)
- Shoreline Chamber of Commerce
- Others that may form or become active as time goes on

### Regional Interests and Stakeholders

Other agencies and organizations across the Puget Sound Region are committing resources to planning transit-oriented communities and promoting balanced land use and transportation solutions, or may have other interests in the station subarea planning process. These include:

- Puget Sound Regional Council/Growing Transit Communities Partnership
- Leadership and staff from neighboring cities, such as Lake Forest Park, Lynnwood, Snohomish County cities, and others
- Senior Services
- SeaShore Transportation Forum

**Figure 5—Participants in the Public and Stakeholder Involvement Process**



(Regional Coalition)

- Cascade Bicycle Club
- Futurewise (local chapter)
- Sierra Club (local chapter)
- 350.org (local chapter)
- Forterra
- Native American tribes (Tulalip, Muckleshoot)

### Key Property Owners

In addition to the regional interests and stakeholders listed above, the City of Shoreline will be working closely with key property owners during the station area planning process:

- Sound Transit—Constructing the light rail system



- and station improvements, including parking
- Shoreline School District—Public property owner in the 185th Station subarea
- Seattle City Light—Public property owner in the 185th Station subarea
- Shoreline Parks, Recreation, and Cultural Services—Public property owner in the 185th Station subarea

- All City departments
- Public utility and service providers serving the station subarea
- Private property owners in the station subarea

Figure 5 illustrates the various interests that will be engaged in station area planning public and stakeholder involvement.



# Methods for Public and Stakeholder Involvement

The planning team will engage the community and stakeholders through a diversity of activities and opportunities, as summarized below.

## Special Briefings, Presentations, and Displays

- Staffed project displays that direct people to a contact person and/or email address at venues such as the Farmers Market, Celebrate Shoreline, etc.
- Online displays to identify station locations and promote walking tours as a method for obtaining input on needed changes in the station areas
- Presentations given by City staff and/or consultants with interactive comment gathering time at venues such as Council of Neighborhoods, Planning Commission, and other boards and commissions; supporting tools:
  - Digital media presentation
  - Hand-outs (information sheets/101s, etc.)
  - Comment forms

## Community Workshops

Workshops held to engage diverse interests as well as the overall community. Participants will be able to provide input on a variety of topics.

- Community Design Dialogue Workshop Series—Using design-in-public techniques and meeting approaches, Otak’s Community Design Dialogue process will engage a diversity of community interests as well as the general public through a series of workshop sessions. This approach involves setting up stakeholder group meetings throughout the course of a week and bringing the planning and urban design team to meet with the groups, present, and illustrate solutions through sketch-up and visualization graphics. A general public meeting is typically held as part of the itinerary, and more than one can be conducted depending on community interests. General public meetings are noticed publicly on the project website and occasionally through press releases and mailings. Invitations to individual



*Group photo from the Korean community meeting hosted by Senior Services*

stakeholder meetings are delivered via email distribution lists.

- The workshop series will engage specific neighborhood and community-based interests in their own sessions, and also provides the opportunity to engage key property owners and stakeholders.
- Workshops typically work well during the early and middle stages of a planning process as a technique to actively engage the community in development of potential alternatives and solutions. Two workshop series are anticipated:
  - Visioning—review of opportunities and challenges in the station areas and envisioning (through visual preference and other tools) change/transformation over time
  - Alternatives development—identification and testing of various land use scenarios and mixes for the station area

### **Public Scoping and Engagement to Support the SEPA Process**

The station subarea planning process will comply with the Washington State Environmental Policy Act (SEPA) and lead into development of a planned action environmental impact statement (EIS). Specific public engagement methods are recommended to support the planned action EIS. SEPA scoping is typically integrated once alternatives are being developed to obtain public comment on the range of potential environmental effects that should be studied in the EIS. SEPA scoping either could be integrated with the second design dialogue process, or later in a separate public meeting. Another public meeting (could be open house format) should occur once the Draft EIS is published.

### **Public Open Houses**

These meetings are open to the general public and publicly noticed. They are typically less structured than workshops. People are invited to come and view project information during a specific period of time. Open house meetings typically work best later in a process, once alternatives are already clearly defined and draft plans are developed. For example, an open house could be scheduled during the planned action EIS comment period.

### **Online Presence—Project Website**

The City of Shoreline has developed a specific website for station subarea planning activities: [www.shorelinewa.gov/lightrail](http://www.shorelinewa.gov/lightrail)

The website is frequently updated and includes notification of public and community engagement meetings and activities scheduled relevant to the station subareas.

### **Speak Up Shoreline—Online Interactive Tool**

The SpeakUp Shoreline tool will provide the opportunity to post progress information and drafts of station subarea planning work for broader community review and comment, and to host community-initiated discussions. This tool may be used for community surveys, including visual preference, and other activities.

### **Tour Maps**

Tour maps for each station area will be posted online and made available in hardcopy form. Tour participants can walk, bicycle, or drive the tour routes in each station subarea and will be able to post comments related to needed improvements and ideas for redevelopment.



145th and 185th Station Area Tour Map Brochures

Initially the tour maps will focus on existing conditions, with photos of existing streets and sites in the station areas. As station area planning evolves, visioning and planning graphics, sketch-up models, and other illustrations will be posted to depict potential options for redevelopment in the station areas. Viewers will be able to look at the graphics from multiple perspectives and get a sense of how the station area might change over time.

### Mailings/Email List Serve Groups

The City and other partners maintain list serve groups that can be emailed and updated throughout the planning process. The City also may elect to send out hard-copy mailing notices (such as postcards) to citizens in the station subareas prior to specific public involvement events.

### Information Sheets/"101s"/ Frequently Asked Questions

A variety of public information sheets have been and will be developed during the station subarea planning process to broaden awareness and educate the public about key aspects related to creating transit-oriented communities. The City has already developed a Frequently Asked Questions (FAQs) sheet, available at: [www.shorelinewa.gov/lightrail](http://www.shorelinewa.gov/lightrail). Additional information sheets/"101s" are anticipated to cover topics such as:

- Affordable Housing
- Station Subarea Planning
- Energy Districts
- Market Potential
- Property Taxes

- Phasing of Redevelopment
- Transit-Oriented Development and Environmental Benefits/Carbon Reduction
- Equitable Communities
- Spanish
- Korean
- Tagalog (native to Philippines)

**Publications, Media/Press Relations and Social Media**

The City intends to publish information and updates on a regular basis during the station subarea planning process and will work with press/media contacts at key milestones.

Specific opportunities include:

- Press releases and articles in regional and local newspapers
- Articles in the City’s monthly newsletter, Currents
- Blogs such as the Shoreline Patch and Shoreline Area News
- Opportunities through social media; such as YouTube video postings, Facebook and Twitter feeds, etc.
- Other media relations to be determined

People with disabilities and families with young children may need special accommodations during the subarea planning process to facilitate their engagement.

Other methods for outreach to English as a second language and non-English speaking residents will be identified in the coming weeks. The City will coordinate with Sound Transit and other partners on the potential use of translation equipment and other resources for public meetings.

**City Manager’s Reports**

Updates on the project may be included in the City Manager’s Report.

**Translation Services and Special Accommodations**

As discussed above under the Overall Community description, populations with English as their second language live in the Shoreline community. Translation services may be needed as part of public and stakeholder involvement activities. Recent planning efforts have provided translation services for the following language groups:



# Performance Measures and Monitoring Success

On an ongoing basis and after the public and stakeholder involvement process is completed, the City will review this plan to ensure that it is being carried out consistently with the stated goals of the plan, as well as with adopted City goals and policies related to community engagement. Some examples of measure of success include the following:

- Documentation of hands-on, interactive methods for community involvement that have enabled citizens and stakeholders to help shape the station subarea plan(s).
- A list of events that have engaged the community and stakeholders in providing comments and input throughout the planning process.
- Documentation of stakeholders and group comments throughout the process, including those in the immediate station area as well as those from the broader community and surrounding areas.

- Increased community awareness: people in Shoreline have gained an understanding of the coming of light rail transit, associated timelines, opportunities and challenges, as well as the benefits related to developing transit-oriented communities in the station areas.

Quantifiable results may include documenting the numbers of:

- Meetings/workshops/presentations
- Website visits
- Mailings and emails sent out
- Email inquiries and comments received and responded to
- Participants in Speak Up Shoreline activities



# Conclusion



This public and stakeholder involvement plan is a living document. It will be updated as needed throughout the planning process. New interests and groups likely will be identified and added to the participants list. The City may determine the need for new activities and methods to engage community interests.

It is recommended that this plan be reviewed on at least a quarterly basis during the planning process and updated as needed.



*May 22, 2013 City of Shoreline Community Meeting*

