

City of Medina



Comprehensive Plan 2024 Public Participation Program



**Development Services
Planning Department**

February 2023

Medina 2024

Comprehensive Plan Periodic Update Public Participation Program

INTRODUCTION

The City of Medina is undertaking a periodic review of its Comprehensive Plan (Update) that must be completed by December 2024, as required by the Washington State Growth Management Act (GMA). As part of this Update, the GMA requires local governments to create and broadly disseminate a Public Participation Program (Program). This document outlines the Program and describes how the City of Medina will meet the requirements for early and continuous public participation during the Update.

The overall goals of the Program are to:

- Set expectations for the process early to avoid surprises
- Provide opportunities for all stakeholders to contribute their ideas and provide feedback throughout all phases of the Update
- Make the Update accessible, relevant, and engaging to diverse participants with differing levels of interest by using a variety of media, plain language, and easy-to-understand materials
- Generate general awareness, understanding, and support for the Update by providing information to help the public understand the laws and regulations that shape Comprehensive Planning and the update process
- Ensure elected and appointed officials along with staff are aware of and understand community viewpoints and concerns that relate to the Update

Public Participation Plan Objectives

- Meet the public participation requirements of the Growth Management Act
- Offer engaging, ongoing, opportunities for all community members to participate
- Set expectations for the Comprehensive Plan Update
- Generate awareness, understanding, and support for the Comprehensive Plan
- Present information in easy to understand, plain language in a variety of media
- Make the update accessible, relevant, and engaging to all community members

WHO PARTICIPATES

The plan is developed in collaboration with the community, elected and appointed officials, City staff, and other interested stakeholders. Public participation is an integral part of the planning process and this Update will include multiple opportunities for interested community members to meet with the project team, connect with neighbors, and share ideas about the future.

Early and continuous public participation through a variety of methods brings different viewpoints and values into the decision making process and enables the City to make more informed decisions. These collaborative efforts build mutual understanding and trust between the City and the public they serve.

ROLE OF CITY COUNCIL AND PLANNING COMMISSION

CITY COUNCIL

The Medina City Council will provide policy guidance and is the final decision maker for the Comprehensive Plan Update. Council members will be notified of all public activities

and events. All public workshops, hearings, and other activities with the City Council will be noticed appropriately. The City Council will receive monthly briefings throughout the Update and will review Planning Commission's recommendations. City Council will hold a public hearing on the final draft of the updated Comprehensive Plan prior to taking action.

PLANNING COMMISSION

The Medina Planning Commission will provide policy recommendations for the Update and will assist in assuring the public is involved throughout the process. Planning Commission members will be notified of all community activities and events. All public workshops, hearings, and other activities with the Planning Commission will be noticed appropriately. The Planning Commission will review the drafts of the Comprehensive Plan on a section by section basis, providing opportunities for public comments, and will provide feedback and recommendations to City staff. The Planning Commission will hold a public hearing on the draft Comprehensive Plan before forwarding its final recommendation to the City Council.

ROLE OF CITY STAFF

DEVELOPMENT SERVICES DEPARTMENT

The City of Medina's Development Services staff will oversee the consultants on the Update. Staff will facilitate public meetings; coordinate events and activities; and present draft materials to the Planning Commission and City Council for review. They will revise documents based on Planning Commission and Council direction and will make accessible all materials to the public, Planning Commission, and City Council, in a timely manner.

Benefits of Community Participation*

- Fosters a sense of community and trust in government
- Allows communities to make decisions based on shared values
- Supports swift and efficient project implementation
- Enhances the quality of planning by incorporating a wide variety of information and perspectives
- Engages citizens in the ownership of local land use challenges and solutions
- Ensures good plans remain relevant over time

* Department of Commerce

ROLE OF THE COMMUNITY

A Comprehensive Plan Update should be driven by the community and guided by City Council. It is important to retain the public's interest by making community participation as accessible as possible throughout the entire Update. Adopting an inclusive and robust Program ensures that the Update will be a reflection of Medina's core values and ideas. By adopting this Program, the City can ensure a variety of community outreach tools will be used to receive engagement throughout the process.

PUBLIC INVOLVEMENT OPPORTUNITIES

The City of Medina will provide several opportunities for the public to participate, provide comment, and learn about the Update. Public participation methods and tools may vary by phase. This Program may continue to be reviewed and refined throughout the Update, if needed. While traditional methods (meetings, workshops, presentations, etc.) will remain an important role in public engagement, the City will also use alternative participation tools more extensively to make it easier for the public to participate. The following websites

and social media will be used to share information about the Update:

Websites (medina-wa.gov; engagemedina.com)

Email

Listserv (GovDelivery)

Facebook

Twitter

NextDoor

SURVEYS

The City will use at least two surveys to collect feedback from the community during the Update.

WRITTEN COMMENTS

Written comments will be accepted by mail or email throughout the Update process to Medina2024@medina-wa.gov. There will be a minimum of two specified comment periods prior to public hearings being held with the Planning Commission and the City Council. The specified comment periods will be noticed as required by the Medina Municipal Code.

OPEN IN-PERSON FORUMS (WORKSHOP AND OPEN HOUSE)

The City will hold open forums where the public can participate in activities, learn about the Update, gather information and provide comments and feedback. At least one Workshop early in the Update process will be scheduled for the Visioning Process and one in-person Open House that presents the entire draft document will be scheduled in spring or early fall 2024 and will precede public hearings.

PLANNING COMMISSION MEETINGS

The Medina Planning Commission will discuss the Update during their meetings. Regular meetings are held on the fourth Tuesday of every month at 6:00 PM in person in the Council Chambers at City Hall (501 Evergreen Point Road). A virtual/hybrid participation option is available for every meeting. Planning Commission meetings may be scheduled for additional times as needed during the Update. All Planning Commission meetings are open to the public and the agenda, including the virtual/hybrid link, is available by 4:00 PM on the Friday prior to the meeting.

CITY COUNCIL MEETINGS

The Medina City Council will hold regular study sessions on the information that has been gathered and the work being done on the Update. The public may contact the Medina City Council directly through email, or by commenting during regular City Council meetings which are held on the second and fourth Monday of the month at 5:00 PM in the Council Chambers at City Hall (501 Evergreen Point Road). A virtual/hybrid participation option is available for every meeting. All City Council meetings are open to the public and the agenda, including the virtual/hybrid link, is available by 4:00 PM on the Friday prior to the meeting.

PUBLIC HEARINGS

The City will hold a minimum of two public hearings during the Update: one with the Planning Commission and one with the City Council. Oral and written comments will be accepted at both hearings. The dates and times of the public hearings will be noticed early and continuously to ensure participation.

PUBLIC OUTREACH METHODS AND TOOLS

The City will use a variety of methods and tools to conduct public outreach on the Update to ensure a broad and diverse population has been informed of the process and their opportunity to participate.

WEBSITES

The City will maintain a page dedicated to the Comprehensive Plan update on its website (www.medina-wa.gov) and link the project page on Engage Medina (www.engagemedina.com). Draft documents, FAQs, maps, scope of work, meeting times and locations, staff contact information, and information on how to submit comments will be available throughout the Update.

FAQs

Staff will maintain FAQs that provides a simple overview of the process and Update that will be on the website and placed throughout the community during key milestones.

SOCIAL MEDIA

A minimum of one post related to the Update will be shared per week on social media. The number of posts will increase leading up to open houses, workshops, public hearings, public comment periods, and survey deadlines.

NOTICE BOARDS AND NEWSPAPER NOTICING

All public notices identifying public hearing times and locations, as well as information on how to provide comments will be posted as required by the Medina Municipal Code (MMC 16.83.120). Additional information, including QR codes

for surveys, will be noticed throughout the Update on notice boards located at the Medina Post Office, Medina Park, and City Hall.

COMMUNITY EVENTS

Staff will attend community events that occur during the Update to try and reach more residents to solicit feedback and educate them on the Comprehensive Plan.

DIRECT MAILINGS

The City understands that there are varying preferences within the community for how city news and information is disseminated. To offer as many residents as possible an opportunity to participate, direct mailings that identify key dates, public hearings, and surveys will be sent to every household.

IMPLEMENTATION

The Public Participation Program will be implemented based upon the goals, strategies, and tools described below:

PHASE 1: INITIAL OUTREACH AND REVIEW (December 2022–August 2023)

Outreach Goals:

- Provide education on the Comprehensive Plan Update
- Set expectations for the process and make it clear how the public can participate
- Build awareness and interest in the Update

Audiences:

- Internal City stakeholders including the Medina City Council and Planning Commission
- Residents and property owners
- General public

Strategies and Tools:

- Information on project websites
- Social Media posts
- Workshop:
 - Visioning – January 2023
 - Summary of results online by end of February
- Survey (direct mailing, public posting boards, website, social media)
 - Medina Today (thoughts, likes, dislikes) December 2022–January 2023
 - Medina Tomorrow (future growth scenario) February 2023–March 2023
- Preferred growth strategy – June 2023
 - Online engagement for results
- Comments via mail and email
- Attend Medina Days and promote Update
- Monthly updates to City Council
- Planning Commission review of Comprehensive Plan elements and development regulations for GMA Compliance

PHASE 2: DRAFTING COMPREHENSIVE PLAN ELEMENTS, DEVELOPMENT REGULATIONS, AND SEPA (September 2023–March 2024)

Outreach Goals:

- Build awareness of draft elements and regulations as they become available
- Help the public understand what’s included in the Draft and how they can comment Solicit robust feedback and clearly explain how comments received will be considered
- Outline the next steps for the process and how people can stay engaged

Audiences:

- Internal City stakeholders, including the Medina City Council and Planning Commission
- Residents and property owners
- General public

Strategies and Tools:

- Information on project websites
 - Clearly identify where the public can view the draft of the chapter that is currently being worked on and when the comment period is for that chapter
- Social media posts
- Direct mailings
- Comments via mail and email
- Monthly updates on drafting progress to City Council
- Planning Commission topics on each chapter and development

PHASE 3: FULL DRAFT COMPREHENSIVE PLAN AND DEVELOPMENT REGULATIONS (April 2024-SEPTEMBER 2024)

Outreach Goals:

- Build awareness of availability of full Comprehensive Plan and Development Regulation drafts
- Help the public understand what's included in the Draft and explain how the public input has shaped the Drafts
- Solicit robust feedback and clearly explain how comments received will be considered
- Outline the next steps for the process and how people can stay engaged

Audiences:

- Internal City stakeholders, including the Medina City Council and Planning Commission
- Residents and property owners
- General public

Strategies and Tools:

- Open House for full draft
- Set expectations for the process and make it clear how the public can participate
- Information on project websites
- Social media posts
- Direct mailings
- Comments via mail and email
- Monthly updates on drafting progress to City Council

PHASE 4: 60-DAY NOTICE TO COMMERCE AND COUNCIL ADOPTION (AUGUST 2024-December 2024)

Outreach Goals:

- Build awareness of adoption timeline and support of the plan
- Develop strategies for addressing and responding to evolving issues

Outline the next steps for the process and how people can stay engaged

Audiences:

- Internal City stakeholders, including the Medina City Council and Planning Commission
- Residents and property owners
- General public

Strategies and Tools:

- Public Hearings
- Legal notices, notice boards
- Information on project websites
- Social media posts
- Direct mailings
- Comments via mail and email

CONCLUSION

This Program may be updated as conditions change or additional resources to support outreach activities become available.