



# Public Engagement Plan Memo

Medina Middle Housing Ordinance

**To:** City of Medina  
**From:** Zoë Tapert, Planner, SCJ Alliance  
**Date:** November 18, 2024  
Revised November 20, 2024  
**Project:** Medina Middle Housing Ordinance  
**Subject:** Public Engagement Plan Memo

## Background

As part of the middle housing planning process, the City of Medina drafted an engagement plan outlining the middle housing engagement objectives. This plan was adopted by the City as Resolution 444 on June 10, 2024. The following document is guided by Resolution 444 and provides further information on how Resolution 444 may be enacted with the City's middle housing consultants, SCJ Alliance.

Through public participation, the City intends to develop a middle housing ordinance that reflects the vision and will of the Medina Community. This will be accomplished through the following tasks, each involving an opportunity for public involvement in the planning process. The outcomes from these tasks will inform the priorities and direction of the final ordinance.

## Engagement Opportunities

To engage the Medina community on Middle Housing, SCJ Staff is seeking guidance from the City on what strategies would best suit their community members while being careful of the project budget. Below are a list of options SCJ staff feel are appropriate opportunities that take into consideration Resolution 444, project budget, and what's been heard so far regarding engagement with the Medina community; however, this list does not take into account all available options.

### Online engagement opportunities

- Public Middle Housing Webpage Update
- ~~Engage Medina~~
- ~~Online Survey~~

### In-person engagement opportunities

- Middle Housing ~~Bulletin-Flyer~~ for posting in various community locations



- Engagement of Stakeholder Groups Peer-to-peer engagement opportunities
- Community Open House/s Forum/s

## Public Web Page Updates

A public web page, hosted on the city’s website, is currently available to the public and is a source of information, documentation, updates, and other resources regarding the middle housing project. This website is the primary source of information and status updates.

This web page will remain active throughout the project, and the central resource for publicly available information. As part of this engagement plan, SCJ is proposing edits to this webpage to provide more up to date information, further enhanced graphic support, and integration with the City’s use of the Engage Medina platform, which was used for the Comprehensive Plan Update.

## Important Links

City of Medina Middle Housing Page: <https://www.medina-wa.gov/development/services/page/new-housing-laws-middle-housing-and-adu-legislation-and-medina#>  
Engage Medina: <https://engagemedina.com/>

## Web Page Edits

The following updates are suggestions SCJ would propose making to the current middle housing page on the City’s website:

- Updated graphics of the housing types and configurations
- Updated language on middle housing legislation (HB 1110 and HB 2321) and accessory dwelling unit legislation (HB 1337) and how the two pieces of legislation intersect
- Link to the eventual survey and [Engage Medina](https://engagemedina.com/)
- Reduce the amount of text for more visually appealing formatting that doesn’t remove context
- Provide an FAQ section
- Status update section
- Signup form for email updates on middle housing

**Commented [ZT1]:** Seeking clarity if this is still something that the City would like to do, but may not be utilized based on what was heard at the 11/18 PC Meeting

**Commented [ZT2]:** If possible, to check with City to avoid tedious task if little interest

## Engage Medina

Engage Medina is a tool the city has at its disposal to engage with their residents online. The City most recently used it for public engagement during their comprehensive planning process and would be helpful to use again during the middle housing process.

Engage Medina: <https://engagemedina.com/>

**Commented [ZT3]:** Possibly remove



## Engage ~~Stakeholder~~ Community Groups Peer-To-Peer

As part of Resolution 444, the City of Medina sought to engage community members who have not reliably participated in previous community planning efforts. To do so, SCJ Alliance, in collaboration with the City, proposes engaging ~~stakeholder groups~~ community members with individuals representative of community members not previously engaged with in a reliable manner through peer to peer networking supported by an engagement toolkit.

During the Planning Commission meeting on November 18th, 2024, it was proposed that city staff and consultants could collaborate with the Planning Commission to create a toolkit of informational materials, including a flyer for the public forum, an FAQ sheet, and a one-pager summary for the project. This toolkit will help commissioners engage with community members and networks that fall outside the city staff and consultant's knowledge or engagement methods. Each commissioner will have the opportunity to distribute these materials within their own networks, how they choose, ensuring a wide range of residents are informed about the proposed updates. If commissioners encounter questions they cannot answer, they are encouraged to direct interested individuals to attend the planned community forums, public meetings, or visit the website for further information.

This methodology draws upon grassroots organizing tactics that have been proven effective in engaging, informing, and educating individuals not reliably engaged through other methods such as surveys, open houses, social media posts, and mailers. Peer-to-peer engagement provides a comfortable environment for diverse community to ask questions, increase collective understanding on the subject, and build capacity in the community. City staff and consultants will work with planning commissioners in ensuring the toolkit materials are easily understood, distributable, and are translatable into other desired languages. Ensuring early, continuous, and often information sharing in networks is essential to this public engagement plan.

These groups will be particularly informative in the middle housing ordinance process to ensure that their voices are not left out of the conversation. This will also aid the City in identifying and addressing possible concerns for these community members. Their feedback and collaboration would also be beneficial in ensuring that key messages and information are adequately distributed through means that are accessible to all.

## Middle Housing Bulletin ~~Flyer~~

A ~~bulletin type publication~~ flyer will be posted, ~~and updated regularly, in collaboration with Planning Commission members throughout the City in places residents are known to frequent. This includes at City Hall, parks, schools, and Kitchen and Market. A digital version will be posted and on the City's website, with a copy sent to the Bellevue School District.~~

This ~~bulletin flyer~~ is designed to describe the Medina Middle Housing Land Use Code Update process, outline opportunities for public involvement, and provide contact information, including the website and email for public inquiry and comment. Detailed information and progress reports may be available upon request for local organizations and media outlets, such as local newsletters.

## Community Survey

A community survey can be drafted, developed in Alchemer, and distributed in multiple methods throughout the community to gather information and feedback from community members on the future of Middle Housing in Medina. We will aim to distribute the survey to a wide range of diverse community members. We will summarize the results from the survey and use them to inform the direction of the ordinance.

- ◆ Survey will be open from [Date] – [Date]
- ◆ We could distribute the survey through the following methods:
  - ◆ Sending the survey to a list of stakeholders identified by the City, including but not limited to the school district
  - ◆ Social Media — Medina Facebook Page, SCJ Alliance Facebook Boost
  - ◆ Survey info and link will be mailed in the city's communication streams
  - ◆ Flyers could be drafted and placed around town with survey info, link, and QR code
  - ◆ Results will be compiled and analyzed by [Date].

## Middle Housing ~~Open House/s~~Community Forum

We ~~can~~ will schedule, coordinate, and invite the public to engage in the development of the Middle Housing ordinance at an in-person public event. This **first open house community forum** will provide a way for the public to learn about the planning project, the state requirements, and provide input on the vision for Medina's future with middle housing **before the January submittal to the Department of Commerce**.

- Open House would be scheduled on [DATE December X/TIME] at [City Hall or St Thomas Episcopal Church]
- ◆ The City could notify the public of this event through the following methods:
  1. Word of mouth by planning commissioners, city councilors, and city staff.
  - ~~1-2.~~ Facebook post sharing event information
  - ~~2-3.~~ Flyers posted around town with event information
  - ~~3-4.~~ Newspaper ad/article describing the plan and engagement opportunities
  - ~~4-5.~~ An alert on the City's website
- ◆ Activities at the event ~~may~~ will include:
  1. A presentation by city staff and consultants on the following items:
    1. What is Middle Housing?
    2. What are the state requirements?
    3. How are changes being made?
    4. What do these changes mean?
    5. What can residents do?
  - ~~1.~~ Activities where participants can share their preferences on various middle housing types
  2. An open answer Q&A with the city staff and consultants and to provide additional comment section where participants can discuss or write down their thoughts
  3. An opportunity to provide written feedback and questions.

Commented [ZT4]: Removed per PC feedback



- ~~3. Missing Middle Monopoly (if desired)~~
- ~~4. Taking the survey at the event~~

A second **open house public forum** could provide an additional opportunity for the public to weigh in ~~at a later date January 2025~~ when the ordinance is approaching ~~a more final form~~ the Department of Commerce submittal. ~~This second open house could be scheduled for Spring of 2025.~~

From Resolution 444:

*All formal public meetings concerning the Middle Housing Code Update will be advertised throughout the community. Formal public notices will be posted and published in consistent locations including the City Hall office, Bellevue School District office, and in "The Seattle Times" (local newspaper) as required. Interested parties will be further notified through a notice distribution list, providing process updates and meeting details.*

## City Check Ins

City staff and consultants will check in regularly with the Medina Planning Commission, the Medina City Council, and the Medina Development Services Committee (DSC). The check-ins with the Planning Commission and City Council will be held at these groups' regular meeting times that are open public meetings. The check-ins will range from simple updates to workshops where significant feedback will be requested from the Planning Commission, DSC or City Council, as well as public comment at each event. Check-ins with the Medina Development Services Committee will meet as needed to ensure communication across bodies and consultants are prepared for meetings with the other bodies ahead of time.

The purpose of these regular check-ins is to make sure that the planning process and outcomes are well known to the city's governing and advisory bodies well before plan adoption.

## City Council Meeting Schedule (Tentative)

- ◆ Mon., Oct. 14<sup>th</sup>
- ◆ Mon., Oct. 28<sup>th</sup>
- ◆ Tue., Nov. 12<sup>th</sup>
- ◆ Mon., Nov. 25<sup>th</sup>
- ◆ Mon., Dec. 9<sup>th</sup>
- ◆ Wed., Jan 8<sup>th</sup> \*Special Joint Meeting\*
- ◆ Mon., Jan. 13<sup>th</sup>
- ◆ Mon., Jan. 27<sup>th</sup>

## Planning Commission Schedule (Tentative)

- ◆ Tue., Sep. 24<sup>th</sup>
- ◆ Wed., Nov. 6<sup>th</sup>
- ◆ Mon., Nov. 18<sup>th</sup>
- ◆ Thu., Dec. 5<sup>th</sup>



- ◆ **Wed., Dec. 18<sup>th</sup>**
- ◆ **Wed., Jan 8<sup>th</sup> \*Special Joint Meeting\***
- ◆ **TBD – around Jan. 15<sup>th</sup>**
- ◆ **Tue., Jan. 28<sup>th</sup>**

#### Development Services Committee Schedule (Tentative)

- ◆ **Wed., Oct. 30<sup>th</sup>**
- ◆ **Wed., Nov. 20<sup>th</sup>**
- ◆ **Tue., Dec. 10<sup>th</sup>**

#### Potential Community Forum Dates (Tentative dates for Discussion)

- ◆ **Tue., Jan. 7<sup>th</sup>**
- ◆ **Thurs., Jan. 9<sup>th</sup>**
- ◆ **Tue., Jan. 14<sup>th</sup>**