



Public Engagement Plan Memo

Medina Middle Housing Ordinance

To City of Medina
From: Zoë Tapert, Planner, SCJ Alliance
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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 10th, 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 for posting in various community locations

- Engagement of Stakeholder Groups
- Community Open House/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/developmentservices/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](#)
- 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

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/>

Engage Stakeholder Groups

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 with individuals representative of community members not previously engaged with in a reliable manner.

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

A bulletin-type publication will be posted, and updated regularly, at City Hall and on the City's website with a copy sent to the Bellevue School District.

This bulletin 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

We can 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** will provide a way for the public to learn about the planning project 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/TIME] at City Hall
- ◆ The City could notify the public of this event through the following methods:
 1. Facebook post sharing event information
 2. Flyers posted around town with event information
 3. Newspaper ad/article describing the plan and engagement opportunities
 4. An alert on the City’s website
- ◆ Activities at the event may include:
 1. Activities where participants can share their preferences on various middle housing types
 2. An open answer section where participants can discuss or write down their thoughts
 3. Missing Middle Monopoly (if desired)
 4. Taking the survey at the event

A second open house could provide an additional opportunity for the public to weigh in at a later date when the ordinance is approaching a more final form. 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. 14th**
- ◆ **Mon., Oct. 28th**
- ◆ **Tue., Nov. 12th**
- ◆ **Mon., Nov. 25th**
- ◆ **Mon., Dec. 9th**
- ◆ **Wed., Jan 8th *Special Joint Meeting***
- ◆ **Mon., Jan. 13th**



- ◆ **Mon., Jan. 27th**

Planning Commission Schedule (Tentative)

- ◆ **Tue., Sep. 24th**
- ◆ **Wed., Nov. 6th**
- ◆ **Mon., Nov. 18th**
- ◆ **Thu., Dec. 5th**
- ◆ **Wed., Dec. 18th**
- ◆ **Wed., Jan 8th *Special Joint Meeting***
- ◆ **TBD – around Jan. 15th**
- ◆ **Tue., Jan. 28th**

Development Services Committee Schedule (Tentative)

- ◆ **Wed., Oct. 30th**
- ◆ **Wed., Nov. 20th**
- ◆ **Tue., Dec. 10th**