



Public Engagement Plan Memo

Medina Middle Housing Ordinance

To City of Medina
From: Kirsten Peterson, Senior Project Manager
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Project: Medina Middle Housing Ordinance
Subject Updated 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 in collaboration between City Staff, SCJ Alliance, and the elected officials and advisory committee members.

The City intends to develop a middle housing ordinance that is in compliance with the State mandates for Tier 3 cities and, more importantly, in a manner 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 the topic Middle Housing, the following strategies are being offered as possible options. Guidance from City Staff, the Planning Commission, the Development Services Committee and City Council will be sought throughout the process in selecting the best methods for engaging the members of the community.

The following options take into consideration Resolution 444, project budget, and the guidance that has been offered to date; however, this list does not take into account all available outreach techniques.

Online engagement

- Middle Housing Webpage Update
- Online survey(s) requesting feedback

In-person engagement opportunities

- Community Forums:
 - St. Thomas Episcopal Church
 - Medina City Hall
- Peer-to-peer engagement opportunities
- Regularly-scheduled City meetings open to the public

Outreach Tools

- Direct outreach from the City:
 - Postcard mailer
 - Flyers
 - Medina Facebook page
 - City text messaging
- Online survey(s) requesting feedback
- Email updates to receive updates on middle housing

Marketing Techniques

- 1st Call to Action
 - Visit the City website to learn more
 - Option available for providing comment
- 2nd Call to Action
 - Advertising for the Community forums
 - Invite attendance to learn more and provide feedback at the events
- Additional calls to action to be planned for future phases and events for the middle housing project

The above information was a brief summary of tools and techniques that can be utilized. The information below provides further detail about each of these options.

City of Medina Website Updates

The City website currently hosts a web page regarding middle housing, which is available to the public and is a source of information, documentation, updates, and other resources regarding the middle housing project. This web page is the primary source of information and status updates.

This web page will remain active throughout the project and be the central resource for publicly available information. As part of this engagement plan, SCJ is proposing to provide more up-to-date information regarding middle housing, with further enhanced graphic support.

Website POP

Purpose: provide materials for the public to learn more about middle housing and the status of the updates.

Outcome: Medina residents know what is happening with Middle Housing, feel informed about the process, and understand where they can get more information and ask questions.

Plan: Update the website with the following:

- 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
- Graphics of housing types and configurations
- Graphics showing comparison of before & after
- Link to the eventual survey
- Mix graphics with text for more visually appealing formatting without compromising context
- Provide an FAQ section
- Timeline and status update section
- Signup form for email updates on middle housing

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#>

Washington Department of Commerce Planning for Middle Housing page:

<https://www.commerce.wa.gov/growth-management/housing-planning/middle-housing/>

Department of Commerce Middle Housing FAQ:

<https://deptofcommerce.app.box.com/s/fp3e2qb0cuq2lh0yclz8ls71m9e87wp3>

Online Survey

An online 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. If this methodology is selected, the survey will be developed for distribution to a wide range of diverse community members. The results from the survey will be summarized and feedback incorporated into the decision-making process by the elected officials.

- In addition to being on the city website, the survey could be further distributed 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 at appropriate dates

The survey questions would be open-ended, with the purpose of gathering general feedback from the community members about middle housing.

Middle Housing Community Forum(s)

The City will schedule, coordinate, and invite the public to engage in the development of the Middle Housing ordinance at in-person public events. The initial community forum(s) will provide a way for the public to learn about the planning project and the State requirements, and to provide input on the vision for Medina’s future with middle housing before the January 31, 2025, submittal of a DRAFT ordinance to the Department of Commerce.

Community Forum POP

Purpose: provide an opportunity for Medina residents to learn more about the Middle Housing Project and requirements from the state, talk directly to City staff and consultants, and ask questions they have about the changes.

Outcome: Medina residents know what is happening with Middle Housing, feel informed about the process, and understand where they can get more information and ask questions.

Plan: Start with a presentation on Middle Housing, then open the floor for questions. Remain on-site for more individual questions.

Two community forums have been scheduled as follows:

Date: Thursday, January 9, 2025

Time: 6 – 8 pm

Location: St Thomas Episcopal Church

Date: Wednesday, January 15, 2025

Time: 6 – 8 pm

Location: Medina City Hall Council Chambers

Notification Methods:

1. Postcard invitations mailed to the public
2. Word of mouth by planning commissioners, city councilors, and city staff.
3. Facebook posts sharing event information
4. Flyers posted around town with event information
5. Newspaper ad/article describing the plan and engagement opportunities
6. An alert on the City’s website
7. City text messaging
8. Any other methods identified by the City

Activities at the community forums will include:

1. A presentation by city staff and consultants on the following items:
 - What is Middle Housing?
 - What are the State requirements?
 - How are changes being made?
 - What do these changes mean for Medina?
 - What can residents do?
2. Q&A with the city staff and consultants.
2. Opportunity to provide written feedback and questions.

Additional community forums could be held after the draft ordinance is submitted to the Department of Commerce on January 31, 2025. Those would allow for continued feedback prior to the city council's adoption of the final ordinance.

Peer-To-Peer Community Group Engagement

As described in Resolution 444, the City of Medina seeks to engage community members who have not reliably participated in previous community planning efforts. One option for achieving this desired outcome is through peer-to-peer networking supported by an engagement toolkit.

The engagement toolkit would include the following informational materials:

- A flyer advertising the public forums
- Middle housing FAQ sheet
- A one-page summary of the project

This toolkit could be utilized by Planning Commissioners or Council members for engaging with community members and networks that fall outside the city staff and consultant's knowledge or engagement methods. This would allow participating members to distribute these materials within their own networks, how they choose, ensuring a wide range of residents are informed about the proposed updates.

If questions are encountered that cannot be answered, members of the public could be encouraged to attend the planned community forums and 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 a diverse community to ask questions, increase collective understanding of the subject, and build capacity in the community.

City staff and consultants will work with planning commissioners in ensuring the toolkit materials are easily understandable, distributable, and translatable into other desired languages.

Peer-to-peer Engagement POP

Purpose: Provide materials for the planning commission and community members to be able to speak with friends, neighbors, and community members not often represented or heard from in public engagement opportunities.

Outcome: Medina residents know what is happening with Middle Housing, feel informed about the process, and understand where they can get more information and ask questions.

Plan: Develop the following materials:

- Middle housing FAQ sheet
 - What is happening
 - How it is happening
 - What to do if they have concerns

- Flyer to post around the community
 - General information with visuals
 - Dates of Forums
 - Link to website and survey
 - Post at parks and popular locations

- A one-page summary of the project to share with friends and family

Regularly Scheduled City Meetings

City staff and consultants will provide progress reports at each regular meeting of the Medina Planning Commission, the Medina City Council, and the Medina Development Services Committee (DSC) until the date of adoption of the middle housing ordinance. The Planning Commission and City Council meetings are scheduled in advance and are always open to the public. The progress reports 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. SCJ and the Medina Development Services Committee will meet when requested, to ensure communication between the Planning Commission and City Council and to provide feedback to staff and consultants.

The purpose of providing progress reports at each of the regular City meetings is to ensure that the planning process and outcomes are transparent and shared in advance with the city's governing and advisory bodies, and the public, well before plan adoption.

City Council Meeting Schedule

- ◆ **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

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

Development Services Committee Schedule

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

Outreach Tools

Flyers and **postcard mailers** will be created for each of the community forums. The flyer will be posted in collaboration with Planning Commission members throughout the City in places residents are known to frequent. This includes City Hall, St. Thomas Episcopal Church, the Post Office, the golf course, Chevron, Kitchen and Market, and other places identified by the City. A digital version will be posted on the City's website.

This flyer will be 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.

The postcard mailer will include a more succinct summary of the middle housing project with the specific purpose of inviting community members to attend one or more community forums.