



COMMUNITY ENGAGEMENT PLAN

INTRODUCTION

This community engagement plan for the Bonney Lake Centers Plan outlines goals, actions, and key stakeholders to successfully implement outreach activities and engage with the community. The Centers plan includes four distinct subareas including Downtown, Midtown, Eastown, and Lake Tapps. The Centers Plan is also one component of a larger effort to develop a coordinated Watershed Plan for Bonney Lake. Considering the update process and schedule, outreach strategies are divided into four phases. They include:

- **Phase 1: Building Awareness** focuses on building outreach materials and tools to inform the public on upcoming outreach activities and ways to participate.
- **Phase 2: Engagement Activities** focuses on soliciting comments and feedback about each subarea plan through a variety of outreach activities, including open house meetings, interviews, etc.
- **Phase 3: Draft Plan Feedback** provides an opportunity to share the draft subarea plans with the community and welcome feedback and comments.
- **Phase 4: Final Plan Share-out** provides a last call for comments to close the conversation and the planning process with release of the final subarea plans.

The City will work to engage underserved populations within the City by identifying non-traditional means of outreaching to these underserved populations.

This plan is also informed by and incorporates information from the *Bonney Lake 2015 Comprehensive Plan Update Public Participation Plan* (PPP) adopted in October 2013.

KEY STAKEHOLDERS

Bonney Lake 2015 PPP identifies stakeholders that may have interest in the Centers Plan. Outreach activities should engage these key stakeholders:

- **Local Stakeholders:** Residents, Property Owners, Business Owners, Homeowner Associations, and Developers.
- **City Commissions:** Planning Commission, Parks Commission, Design Commission, Arts Commission.

- **Adjacent Jurisdictions:** City of Sumner, City of Puyallup, City of Orting, City of Buckley, City of South Prairie, City of Auburn, Pierce County Public Works, and Pierce County Planning and Land Services, Pierce County Parks and Recreation.
- **Regional Organizations:** Puget Sound Regional Council, Pierce County Regional Council, and Tacoma-Pierce County Public Health.
- **State Agencies:** Washington State Department of Commerce, Washington State Department of Ecology, Washington State Department of Transportation, Washington Department of Fish and Wildlife, Washington State Department of Archeology and Historic Preservation, Washington State Department of Natural Resources, and Washington State Department of Health.
- **Tribal governments:** Puyallup Tribe, Muckleshoot Tribe
- **Public Agencies:** Sound Transit, Cascade Water District, Tacoma Public Utilities, Puget Sound Energy, Pierce Transit, Valley Water District, East Pierce Fire and Rescue, Cascade Water Alliance, and Pierce County Library System.
- **School Districts:** Sumner School District, White River School District, Dieringer School District.
- **Business Groups and Trade Organizations:** Bonney Lake Chamber of Commerce, Master Builders Association of Pierce County, Tacoma-Pierce County Association of Realtors, and Association of Washington Business.
- **Environmental Organizations and Conservation Groups:** Futurewise, Washington Environmental Council, Sierra Club, Tahoma Audubon Society, Tacoma Chapter – Trout Unlimited, National Wildlife Federation – Fennel Creek Habitat Team, Forterra, The Arbor Day Foundation, Trust for Public Land, Beautify Bonney Lake, and South Central Action Area Caucus Group.
- **Historic Preservation Groups:** Bonney Lake Historical Society, Washington Trust for Historic Preservation, Oregon-California Trails Association, Heritage League of Pierce County.
- **Housing Groups:** Sea Mar, Tacoma/Pierce County Affordable Housing Consortium, and Washington Low Income Housing Alliance.
- **Non-motorized Transportation Groups:** Coalition for Active Transportation – Pierce County, Foothills Rails to Trails Coalition, Feet First, Cascade Bicycle Club, and Puyallup Watershed Initiative Active Transportation Committee of Interest.

UNDERSERVED POPULATIONS

Based on a demographic analysis completed by the City as part of the 2015 Comprehensive Plan Periodic Update, the City identify the following underserved populations:

- **Low – Income Families**

All households within Bonney Lake making 0% to 31% of the Pierce County medium income are cost burden when it comes to housing and 43% households within Bonney Lake making 31% to 80% of the Pierce County medium income are cost burden when it comes to housing.

- **Service Industry Workers**

Due to the City's high concentration of retail and service employment, typically minimum wage jobs, nearly 70% of the employees working within the City have annual wage that is lower than the average wage in Pierce County and Washington State. The lower average wages means that

some individuals employed in Bonney Lake do not meet the Self- Sufficiency Standard which is defined as the amount of income required to meet basic needs differentiated by family type and location without the help from public subsidies (e.g. public housing/housing assistances, Medicaid, SNAP/WIC, child care assistance) or private/informal assistance (e.g. unpaid babysitting by a relative or friend, food from food banks, or shared housing)

- **Children**

The City lacks a robust transit program and other non-motorized transportation options needed to provide mobility for children.

- **Elderly**

The City lacks a robust transit program and other non-motorized transportation options needed to provide mobility for the elderly. The City also lacks senior housing options to handle the aging population.

- **Special Needs Populations**

The City lacks a robust paratransit program given that the City is no longer in Pierce County RTA.

OUTREACH GOALS AND STRATEGIES

The following are goals and strategies to guide all phases of the outreach process.

- **STAY IN TOUCH.**

- Identify a point of contact(s) who will be responsible for ongoing communication and updates on the project.
- Maintain current lists of organizations and groups identified in the Key Stakeholders section above. Send updates to keep them informed of the process and upcoming ways to participate.
- Respond to emails whenever possible to acknowledge input and concerns.

- **BE INCLUSIVE.**

- Select activities that best create opportunities for inclusive engagement to reach a broad group of participants.
- Target activities to create opportunities for engagement for hard to reach stakeholders and underserved populations.

- **MAKE PUBLIC ENGAGEMENT ENJOYABLE AND ACCESSIBLE.**

- Choose activities that are fun to participate in.
- Choose times and locations for meetings that are accessible to as many participants as possible.
- Create multiple ways to engage.

- **DOCUMENT AND LEARN FROM OUTREACH EFFORTS.**

- Keep records of outreach attendance.
- Make time to reflect on the outcome of each activity – what went well, what could be improved, and what was learned.

OUTREACH PHASES

This section provides more detail with specific Objectives and Actions to successfully complete each phase of outreach. The Actions are divided into **Standard Actions** and **Additional Actions**. Standard Actions are recommended actions to fulfill the phase Objectives. Additional Actions are those that are considered extra activities to do if budget, time, and resources allow. Each phase includes a table listing tools, actions, deadlines and roles for guidance.

Phase 1: Building Awareness (March 2016)

The purpose of this phase is two-fold. First, this phase focuses on the preparation and creation of materials and tools to support all phases of outreach. Subsequent phases could utilize the notification tools outlined in the table below in advance of any planned outreach activities if desired. Second, this phase will begin to raise awareness of the update process and upcoming outreach events among key audiences and stakeholders.

Objectives

- **RAISE AWARENESS** among key stakeholders about upcoming events, outreach activities and sources of project information, such as the project website.
- **PROVIDE KEY PROJECT INFORMATION** including the purpose and rough timeline of the project to stakeholders.
- **ENCOURAGE SPREADING THE WORD.** Use messaging language in notifications to encourage others to spread the word and invite friends and interested parties to attend and participate in outreach activities and events.

Actions

Standard

- **PREPARE OUTREACH TOOLS AND MATERIALS.**
- **CREATE A PROJECT LOGO AND IDENTITY.** Logos and project branding help to facilitate project recognition and awareness.
- **CREATE A PROJECT ONE-PAGE** explaining the project and ways to participate that can be distributed both ahead of and during outreach events.
- **CREATE NOTIFICATION MATERIALS** including posters, print ads, and online ads that will be used to inform key stakeholders about the subarea plan update and upcoming participatory events. Materials should list key dates (if known) and general information about how to get involved. Materials should also provide the project website prominently as the central location to get more information and updates. Translate materials to Spanish as often as possible. Print notifications should be posted:
 - **On location** at libraries, community facilities, local businesses;
 - **In print publications** including [LOCAL PUBLICATIONS] and,
 - **Mailed to residents** in postcards.
- **CREATE A DEDICATED PROJECT WEBPAGE** to act as a home base and starting point for stakeholders to access all project information. Website content should include notices of upcoming public

meetings; documents available for review; additional project information; and email sign-up.

Website content should include:

- Subarea/Centers Plan Basics:
 - What is a Subarea Plan?
 - Why is the Subarea plan important to me?
 - Who decides what the Subarea Plan says?
 - How does the Centers Plan relate to the Watershed Plan?
- Ways to get involved and provide public comment
- Project timeline

Additional

- **IDENTIFY AND CREATE ADDITIONAL NOTIFICATION TOOLS** such as social media announcements, which may be helpful and cost effective in spreading the word.
- **NON-TRADITIONAL NOTIFICATION TOOLS** which may include announcements at the senior center, posting notices to residents at the City’s retirement community, door hangers for the mobile home communities, inviting high school students to participate in the workshops, and providing handouts/information to individuals served by the local food bank.

Phase 1: Tools to Build Awareness

Notification Tool	Key Actions	Due	Lead
STANDARD			
Website Home base to access information including notices of upcoming public meetings; documents available for review; additional project information; email sign-up.	<ul style="list-style-type: none"> • Website goes live. 	<ul style="list-style-type: none"> • At least 2 weeks before first public meeting 	<ul style="list-style-type: none"> • BERK/City of Bonney Lake
Project One-Page Create a one-page about the project that can be distributed before or during outreach events.	<ul style="list-style-type: none"> • Design completed and printed. 	<ul style="list-style-type: none"> • 2 weeks before first open house (need time to print and place) 	<ul style="list-style-type: none"> • BERK
Posters Display at libraries, businesses, senior center, retirement communities, and community spaces to advertise project, upcoming events and project website.	<ul style="list-style-type: none"> • Posters displayed. 	<ul style="list-style-type: none"> • At least 2 weeks before first public meeting 	<ul style="list-style-type: none"> • BERK/City of Bonney Lake

Notification Tool	Key Actions	Due	Lead
STANDARD			
Postcards/Mailings Postcard mailed to all Bonney Lake all residential addresses, homeowner associations, and business addresses with key project info, website address, and a save the date for upcoming public meeting.	<ul style="list-style-type: none"> • Postcards mailed. 	<ul style="list-style-type: none"> • 2 weeks before open house (March 17) 	<ul style="list-style-type: none"> • BERK/City of Bonney Lake
Email Updates Emails about the upcoming public event and project are sent to a project list serve, other city list serves, and key stakeholder groups. Encourage email recipients to forward to other interested parties and spread the word.	<ul style="list-style-type: none"> • Emails sent. 	<ul style="list-style-type: none"> • 2 weeks before event • 1 week before • 2 days before 	<ul style="list-style-type: none"> • City of Bonney Lake
Print Ads Place announcements in the Bonney Lake Courier-Herald.	<ul style="list-style-type: none"> • Design ad. • Design completed and sent to publisher. 	<ul style="list-style-type: none"> • Print dates for publications • Deadline to submit ads 	<ul style="list-style-type: none"> • BERK
ADDITIONAL			
Social Media Strategies Use the City’s Facebook page, Blog, and Twitter Account, to create ads that target residents and area stakeholders.	<ul style="list-style-type: none"> • Ad runs 	<ul style="list-style-type: none"> • 2 weeks before event. • 1 week before • 2 days before event. 	<ul style="list-style-type: none"> • City of Bonney Lake
Mobile Home Community Notification Place copy of the postcards for the open house on the doors of the mobile homes	<ul style="list-style-type: none"> • Use postcards for mailing 	<ul style="list-style-type: none"> • 2 weeks before event. 	<ul style="list-style-type: none"> • City of Bonney Lake

Phase 2: Engagement Activities (March through September 2016)

Phase 2 will focus on a variety of engagement activities with the public and solicitation of input on citizen priorities.

Key Dates

- Kick-off Public Meeting: [March 31, 2016]
- Lake Tapps Workshop: [May 12, 2016]
- Easttown Workshop: [May 25, 2016]
- Downtown Plan Workshop: [June 16, 2016]
- Midtown Plan Workshop: [June 29, 2016]

- Open House on Plan Alternatives for Centers Plan and Watershed Plan [September TBD]

Objectives

- **INFORM PUBLIC OF PROJECT – CENTERS PLANS AND WATERSHED PLAN.** Participants should be encouraged to describe their vision and hopes for the plan and ask questions.
- **SOLICIT PUBLIC INPUT AND IDEAS FOR EACH SUBAREA PLAN.** Participants should be encouraged to brainstorm ideas and share thoughts on how each subarea should be developed.
- **SOLICIT PUBLIC INPUT ON MAJOR ISSUES TO BE ADDRESSED IN EACH SUBAREA PLAN.** Are there community needs that the plan should address? How can the subarea plan better respond to ongoing trends in the community?
- **SOLICIT PUBLIC INPUT ON PLAN ALTERNATIVES.** Which plan alternatives best reflect the desires of the community? Which alternative is preferred by the public?

Actions

Standard

- **IMPLEMENT NOTIFICATION TOOLS** to advertise upcoming activities. See Phase 1 for notification tools and timeline.
- **KICK-OFF MEETING.** The first meeting will serve as a public kick-off for the subarea plan process and introduce the watershed planning process. It will describe the planning process and provide an opportunity for the community to provide initial feedback on the subarea plans.

Meeting Design Ideas:

- **Meet and greet with project and City staff**
- **Presentation** covering the following topics:
 - Overall project goals and timeline – what, when, where, why and how, why an integrated approach
 - Watershed Planning – what and when
 - Centers/Subarea Planning
- **Question and answer period** following the presentation.
- **Informational boards** – watershed limits map, topics to be addressed, schedule
- **Interactive boards for comments** on the overall vision for Downtown, Midtown, Eastown, and Lake Tapps Plans.
- **LAUNCH VISIONING ONLINE SURVEY.** An online survey will launch to coincide with the Phase 2 time period. The online survey provides an alternative method to give feedback on the Downtown, Midtown, Eastown Center Plan vision statements.
- **HOLD FOUR SUBAREA PLAN COMMUNITY WORKSHOPS.** These meetings will be an open house or workshop style to provide an opportunity for the community to come and learn more about a specific subarea plan. Each meeting will focus on one subarea (Downtown, Midtown, Eastown, and Lake Tapps). Stakeholders can give broad or specific feedback and ideas on future design and development, or other issues that the subarea plan should address.

Potential Topics to Discuss:

- Background/history of the subarea

- SWOT analysis (assets, strengths, opportunities, threats and challenges)
 - Existing conditions: Land use and zoning patterns, housing, transportation/circulation, economic analysis, parks and recreation, utilities, public space, etc.
 - Existing conditions: watershed
 - Future vision for each Subarea
 - Community Needs (related to the Tacoma-Pierce County “Community Health Assessment Questions”)
- **CONDUCT STAKEHOLDER INTERVIEWS.** One-on-one interviews with select stakeholders will be used to complement public feedback and provide additional information to inform the subarea plans.

Additional

- **ONLINE MAPPING.** An online mapping tool will be created for public input on the four subareas and the Watershed Plan. Community members can provide comments on specific locations.

Phase 2: Visioning Outreach Activities

Outreach Activity	Key Actions	Due	Lead
STANDARD ACTIVITIES			
Kick-off Meeting In-person open house meeting held, with focus on general introduction to subarea plans and the watershed planning process, as well as visioning activities.	• Decide on date and location.	• ASAP	• BERK/Parametrix
	• Meeting design complete.	• March 11 th	• BERK/Parametrix
	• Create meeting materials (boards, interactive stations, presentation).	• Second week of March	• BERK/Parametrix
	• Hold meeting.	• March 31 st	
Centers Plan Workshops (4) Four in-person workshops with focus on more specific questions and involved exercises for each subarea.	• Decide on date and location.	• ASAP	• BERK
	• Meeting design complete.	• March 31 st • April 31 st	• BERK
	• Create meeting materials.	• March 31 st • April 31 st	• BERK/Parametrix
	• Hold meeting.	• April through May	• BERK
Online Survey Create an online survey with questions similar to in-person open house meeting (Survey Monkey).	• Design survey questions.	• March 31 st	• BERK
	• Survey open to participants.	• April 7 th	• BERK

Outreach Activity	Key Actions	Due	Lead
Stakeholder Interviews Individual phone interviews with select stakeholders	<ul style="list-style-type: none"> • Create stakeholder contact list. • Create interview questions. • Schedule interviews. • Conduct interviews by phone. 	<ul style="list-style-type: none"> • March through April 	<ul style="list-style-type: none"> • BERK
ADDITIONAL			
Online Mapping Participants can leave comments on an online interactive map of each subarea.	<ul style="list-style-type: none"> • Create online maps for comments • Mapping tool goes live. 	<ul style="list-style-type: none"> • March 	<ul style="list-style-type: none"> • BERK

Phase 3: Draft Plan Review (September - October)

Phase 3 will focus on sharing the initial draft plans with the public and letting them see the revisions that have been made, both to comply with GMA requirements and in response to the public input received in Phase 2. Outreach efforts in Phase 3 should focus on gauging how well the new plan responds to community desires and fits their vision for the future of Bonney Lake.

Key Dates

- Planning Commission Presentations (2)
- City Council Presentations (2)
- Public Workshop: [DATE TBD]

Objectives

- Solicit public input and feedback on the draft plan.
- **SOLIDIFY COMMUNITY SUPPORT.** Demonstrate how public input shaped the outcome of the plan.

Actions

Standard

- **SEND NOTIFICATIONS TO ADVERTISE UPCOMING ACTIVITIES.** See Phase 1 for notification tools.
- **HOLD A PUBLIC WORKSHOP FOR DRAFT PLAN REVIEW AND COMMENTS.**

Potential Meeting Design:

- Information stations covering each subarea plan and their elements (e.g. land use, transportation, etc.) These stations will be staffed to answer questions and gather public input.

- **SOLICIT WEBSITE AND ONLINE COMMENTS.**
 - Upload workshop board materials to website.
 - Create updated announcement for feedback.
 - Solicit feedback through email comment form.
- **CITY COUNCIL/PLANNING COMMISSION PRESENTATION OF DRAFT PLAN**

Additional

- **CREATE AN ONLINE INTERACTIVE OPEN HOUSE VERSION OF THE IN-PERSON MEETING.** Potential tools include Consider.it, which can be useful if there are specific answers that public feedback would help clarify (e.g. specific new policies in the elements, overall themes, etc.).

Phase 3: Element Review and Draft Plan Outreach Activities

Outreach Activity	Key Actions	Due
STANDARD		
Public Workshop Station for each subarea plan with key issues.	<ul style="list-style-type: none"> ● Advertise upcoming meeting on website, emails, and newsletters. ● Hold workshop. 	<ul style="list-style-type: none"> ● October [TBD]
Website and Online Comments Upload documents for review, invite email comments through dedicated project email address	<ul style="list-style-type: none"> ● Upload documents to project website. ● Send notifications that documents are posted and comments are invited. 	<ul style="list-style-type: none"> ● September through October
ADDITIONAL		
Consider.it Interactive Online Feature Allows users to give their opinion and comment and see how their opinion stacks up to the whole Ideal statements are ones that users can agree/disagree, strongly support/strong oppose	<ul style="list-style-type: none"> ● Advertise on website, emails, newsletters, etc. 	<ul style="list-style-type: none"> ● September through October
Presentations to Stakeholder Groups Deliver canned presentations to select stakeholder groups.	<ul style="list-style-type: none"> ● Create presentation. 	<ul style="list-style-type: none"> ● September through October
Upload Open House/ Presentation Recording Online	<ul style="list-style-type: none"> ● Record July workshop and post video on project website. 	<ul style="list-style-type: none"> ● October

Note: Roles TBD, similar to Phase 1 and 2.

Phase 4: Preliminary Final Plan Elements (December 2016)

Phase 4 will focus on sharing the updated subarea plans in their nearly final form and providing the public with information about the adoption process.

Key Dates

- Planning Commission
- Council Presentation

Objectives

- **GATHER FEEDBACK.** Solicit public input and feedback on the final plan.
- **SOLIDIFY COMMUNITY SUPPORT.** Demonstrate how public input shaped the outcome of the plan.

Actions

Standard

- **CREATE OUTREACH MATERIALS AND SEND NOTIFICATIONS** to advertise upcoming activities and build community support. See Phase 1 for notification tools.
- **WEBSITE AND ONLINE COMMENTS**
 - Upload final plan to website.
 - Solicit feedback through email comment form.
- **CITY COUNCIL/PLANNING COMMISSION PRESENTATION**

Phase 4: Final Plan Outreach Activities

Outreach Activity	Key Actions	Due
STANDARD		
City Council/Planning Commission Presentation Feedback and input on the final subarea plan.	<ul style="list-style-type: none"> • Advertise upcoming meeting on website, emails, and newsletters. • Plan workshop design. 	<ul style="list-style-type: none"> • November
Website and online comments Upload final plan, invite email comments.	<ul style="list-style-type: none"> • Upload documents to project website. • Advertise on website, emails, and newsletter. 	<ul style="list-style-type: none"> • November

Note: Roles TBD, similar to Phase 1 and 2.