



**CITY OF WOODINVILLE
CITY COUNCIL - ENGAGEMENT SUBCOMMITTEE SPECIAL MEETING
TUESDAY, SEPTEMBER 3, 2024 – 5:30 PM
COUNCIL CHAMBERS**

To join the MS Teams meeting on your computer or mobile app click here:
<https://woodinville.cc/472hVNP>. You may also join the meeting via telephone as an audience member
only by dialing +1 206-397-0678 Phone Conference ID: 793 587 749#

AGENDA

CALL TO ORDER 5:30 PM

ROLL CALL

PUBLIC COMMENTS

Public Comments provide an opportunity for the public to address Council on any city related subject, which is not of a quasi-judicial nature or scheduled for a public hearing. Comments should be limited to three (3) minutes per individual or if representing a group. Councilmembers may or may not take action on public comments.

BUSINESS ITEMS

- 1 City Engagement Plan: Engagement Toolkit
[Staff Report](#)

ADJOURN



Report to the Engagement Subcommittee

<u>Meeting Date:</u>	September 3, 2024
<u>Agenda Item:</u>	City Engagement Plan: Engagement Toolkit
<u>Staff Contact:</u>	Kevin O'Neill and Alana Winston

<u>Issue:</u>	Shall the Engagement Subcommittee discuss the Engagement Toolkit section of the Engagement Plan?
<u>Recommended Motions:</u>	No formal action is required. Discussion only.

[Staff Report](#)

Agenda Item Number: 1



CITY OF WOODINVILLE

REPORT TO THE ENGAGEMENT SUBCOMMITTEE

17301 133rd Avenue NE, Woodinville, WA 98072

WWW.CI.WOODINVILLE.WA.US

To:	Honorable Committee Members	Date: September 3, 2024
By:	Kevin O'Neill, Assistant to the City Manager Alana Winston, Community Engagement Coordinator	
Subject:	Plan Development: Engagement Toolkit	

ISSUE: Shall the Engagement Subcommittee discuss the Engagement Toolkit section of the Engagement Plan?

RECOMMENDATION: Discuss the Engagement Toolkit section of the Engagement Plan.

BACKGROUND/DISCUSSION:

The Engagement Subcommittee held its first meeting on April 2, 2024, and began the initial discussions on how the city should move forward with creating a City Engagement Plan. Since the initial kick off, the Subcommittee has held robust conversations on the Introduction, Plan Objectives, Audiences and Methods of Engagement, and Engagement Processes sections of the draft engagement plan. For the September 3, 2024 discussion, the Subcommittee will review the Engagement Toolkit. The Toolkit is a comprehensive resource to provide City staff with a structured approach for planning and implementing engagement initiatives.

The objectives for this meeting are to accomplish the following:

1. Review the Engagement Toolkit (Attachment A)
2. Discuss next section: Engagement Policy

RECOMMENDED MOTION:

No formal action is required. Discussion only.

ATTACHMENTS:

- A. Draft Engagement Toolkit

City of Woodinville

ENGAGEMENT TOOLKIT



INTRODUCTION

As our community continues to diversify and grow, the importance of public engagement becomes that much more essential.

ENGAGEMENT PRINCIPLES

So what does high quality engagement look like? It will be different for each issue and project. However, successful projects share many commonalities:

- Planning and goal setting
- Coordination with internal partners
- Engagement opportunities early in the process
- Strategic and analytical steps
- Identify interrelationships of projects and policies over time
- Determine the right level of engagement with the right groups

The City of Woodinville engages with the public to:

- Identify community perspectives
- Shape effective public policy
- Gather feedback to help prioritize project variables
- Inform community members on important issues and outcomes
- Address community-wide and neighborhood-specific concerns

ESTABLISHING TRUST

Engagement does not begin and end with a single project or plan.

Engagement is about using a shared set of goals and values to build a foundation of trust with our community.

We are dedicated to valuing the time our community members take to provide input, and must ensure we are upfront and clear on how the City will use that input. Building these relationships will strengthen short-term project goals, and lead to stronger long-term partnerships and buy-in for the future.

DOCUMENT PREVIEW

This document contains worksheets for you to read, consider and fill out as you are planning your project. These sheets will help shape the larger conversation with Communications, Community Engagement, and your other partners regarding your engagement plans:

- Define the Project
- Create and Implement Engagement & Communication Strategies
- Assess Readiness
- Identify Project Community Groups
- Determine Level of Engagement, Select Tools
- Public Meeting Checklist
- Equity and Accessibility
- Develop a Timeline
- Report and Evaluate

THIS TOOLKIT IS A GUIDE

The goal of this document is to guide project managers as you

formulate outreach to the Woodinville community.

This document will walk you through the steps and ways in which to incorporate public engagement in your work.

Depending on the topic, intended audience and available time frame, this toolkit allows project managers to scale engagement efforts to fit the community's needs and interests.

In addition, this toolkit sets a common language among departments, elected leaders and others as we strive to develop effective engagement programs. It aligns all of us – including City Council members and staff – around engagement expectations for a range of projects.



DEFINE THE PROJECT

Project Name

Project Location(s)

Project Team

Name	Role on Team	Department

Description (Project purpose, phase, details, overall timeframe)

Are there consultants for this project? What is their role?

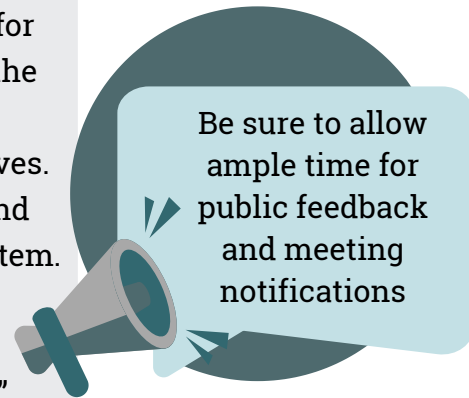
Context (e.g., Is this a Capital Improvement Project [CIP]? Was this project an ask from the community? What larger policies and plans will this impact?)

Is the project fully funded (if applicable)?

☐ Yes ☐ No

As you **CREATE** a strategy:

- Outline the public engagement goals and the objectives for each one. Think about the higher vision and purpose of the engagement strategy.
- Align the appropriate tools with the engagement objectives.
- List the target audience, necessary resources, location and timeline details - and identify the lead contact for each item.
- Ensure information about the project and related engagement opportunities are available to stakeholders.
- Develop and use outreach messages, or “elevator speech”, that summarizes the project in a few brief sentences.
- Feedback from commission, advisory, or working group chairs may be helpful in this process.



As you **IMPLEMENT** the strategy:

- Convene staff involved to review roles, responsibilities and run of show for each engagement opportunity
- Periodically assess your communication strategy and make modifications as you go to ensure that you are reaching all interested stakeholders.
- Establish a system to document all of the input you receive to help you in the next step.
- As appropriate, include contractors and/ or consultants identified for this project in your strategy.

Once the project is defined and the team has determined what stages the project will have, be sure to consider the **PROJECT LIFECYCLE** throughout the creation and implementation of the engagement and communication strategy.

Engagement and communication opportunities may occur at different points or stages in a project's lifecycle.

Common project stages involve:

- Planning & visioning
- Approval
- Scoping
- Funding
- Design
- Construction

Large complex projects often have different stages- with different engagement levels at those varying stages.

There is no one-size-fits-all project cycle for the multitude of City projects and processes. Each will have their own stages, opportunities and levels of engagement.

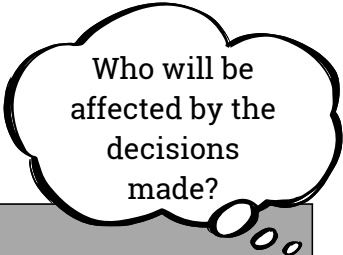
INITIAL ASSESSMENT READINESS FOR ENGAGEMENT

Before starting the engagement process – it's time to assess if the project team is ready! Start by answering these questions. If this is a substantial project, be sure you can answer "yes" or "partially" to most of these questions to ensure your efforts will be effective.

	Y	P	N	Notes
Is the issue/topic you need engagement on clearly defined?				
Is this of high interest or visibility within the community?				
Have you identified what engagement success looks like (i.e., more participants, increased diversity, ongoing communication, gathering input and/or feedback)?				
Are there opportunities to combine outreach efforts on multiple projects or repurpose data from previous efforts?				
Is there enough time for meaningful engagement? Do you know when engagement should be completed?				
Does the project have the resources to effectively support a public engagement process?				
Have you identified the ultimate decision maker?				
Are all internal participants ready for meaningful public involvement?				
Have you involved the City's Communications & Community Engagement team, consultants, and staff from other departments who will be part of the process or affected by the outcomes?				
Have you had initial discussions with community groups on readiness? Is this the right time?				
If your department uses a project charter, have you completed it?				

IDENTIFY PROJECT COMMUNITY GROUPS

Identify community groups at the beginning – notify them of key decision points and opportunities for input. Community groups provide expertise that enhances the engagement process. Leverage staff and existing relationships to find groups specific to the project.



Category	Woodinville Specific Examples	Internal Resource (Department)	Other Groups Related to the Project

ASK YOURSELF AND YOUR TEAM THESE QUESTIONS TO ENSURE YOU ARE REACHING COMMUNITY GROUPS.

What are decision maker’s expectations for involvement and engagement?

Who should not be left out?

Who may be impacted by this?

DETERMINE LEVEL OF ENGAGEMENT, SELECT TOOLS

The type of engagement and the tools used to complete outreach are dependent on your project and the style of public outreach you intend to pursue. Projects may also change, and that can also shift level of engagement. Communications is here to help.

All projects will use tools from “Inform” and some from “Consult”, “Involve”, “Collaborate”, and “Empower”.

	Approach	Tools Used	Project Examples
INFORM One way provision of information	More passive outreach that provides information to increase awareness of a decision and its impact.	<input type="checkbox"/> Website page <input type="checkbox"/> News Flash <input type="checkbox"/> Social media posts (e.g. Instagram, Facebook, YouTube) <input type="checkbox"/> Printed materials (e.g. mailers, posters, flyers) <input type="checkbox"/> Large visuals in the community (e.g. variable message boards, banners)	<ul style="list-style-type: none"> • Road closures due to construction • Water line repairs • Trail maintenance • Sign Codes update
CONSULT Information and feedback	Present a limited number of options or drafts and ask for structured feedback.	<input type="checkbox"/> Open House <input type="checkbox"/> Focus Group <input type="checkbox"/> An existing event (e.g. Celebrate Woodinville concerts) Survey	<ul style="list-style-type: none"> • New City accessibility measures • Stage and Boat Launch • Projects with an established set of options with parameters
INVOLVE Two-way information flow	Working directly with the public throughout the entirety of a project to consider their concerns and aspirations.	<input type="checkbox"/>	•
COLLABORATE Partnership and trust-building	Long-term and visionary engagement that provides for multiple touch points with the community. Don't be afraid to experiment and test unique ideas!	<input type="checkbox"/> Workshops <input type="checkbox"/> Public task forces/committees	•
EMPOWER Shared leadership	Give the public the opportunity to make the final decision on a project.	<input type="checkbox"/> A vote	•

Which engagement level is most appropriate for (this phase) in this project?

☐ Inform
 ☐ Consult
 ☐ Involve
 ☐ Collaborate
 ☐ Empower

Notes

The type of engagement and the tools used to complete outreach are dependent on your project and the style of public outreach you intend to pursue. Projects may also change, and that can also shift level of engagement. Communications is here to help.

PUBLIC MEETING CHECKLIST

Hosting a public meeting? Here are some options to consider:

Open House

- Best for consulting community members
- Can feature a short presentation from staff
- Staff are available at informational stations
- Staff take detailed notes to follow-up with community members

Neighborhood Meeting

- Best for consulting with specific sections of the City
- Staff travel to neighborhood locations versus City spaces
- Can feature a short presentation from staff
- Large focus on Q&A to understand concerns of localized residents

Workshop

- Best for collaborating with community members
- Starts with presentation from staff
- Participants break into smaller groups to brainstorm key issues
- Groups reconvene to share ideas and staff take detailed notes

Leverage Existing Meeting

- Best for consulting community members
- Host a booth or table at an existing event
- Staff are available with visuals and to answer questions
- Engagement occurs through comment cards, surveys, etc.

Once you determine the type of public meeting, use this checklist as a guide.

	Yes	No	Notes
What type of space do you need? Break out rooms, presentation spaces, tabling, etc.?			
Can you tie into an existing meeting, or do you need your own meeting?			
Will you have refreshments or swag?			
Is a tech walk-through planned?			
Do you need to have signage created?			
Do you need help from Public Works with transportation needs?			
Did you do outreach to priority community groups?			
Have you worked with communications to promote the meeting?			

PUBLIC MEETING CHECKLIST (CONTINUED)

	Yes	No	Notes
After the meeting: Have you returned materials to City Hall or other locations?			

ADDITIONAL ENGAGEMENT METHODS TO CONSIDER

- **Dedicated project website or portal:** A central hub for information, updates, and feedback.
- **Social media platforms (Facebook, X, Instagram, etc.):** Engage with the public, share updates, and monitor comments.
- **Online forums and communities:** Participate in relevant online discussions and gather feedback.
- **Email subscription lists:** Provide regular project updates and encourage feedback.
- **Online comment sections:** Allow for direct feedback on project-related content.
- **Pop-up information booths:** Engage with the public in high-traffic areas.
- **Press releases:** Share project updates and key milestones with media outlets.
- **Media interviews:** Provide opportunities to discuss the project and answer questions.
- **Suggestion boxes (physical or virtual):** For anonymous feedback and ideas.
- **Surveys and questionnaires:** For quantitative data collection and measuring satisfaction.
- **Community events:** Increase visibility and gather input from a wider audience.

EQUITY AND ACCESSIBILITY

The City takes pride in our community's diversity and are committed to creating a welcoming and inclusive environment. Social, economic and cultural conditions, as well as other factors, influence how people communicate and interact with others.

	Yes	No	Notes
Will the City provide handouts in other languages?			
Did the project team consider the Americans with Disabilities Act (ADA) compliance of the space?			
Will the event require translation or interpretation services?			
Did the project team choose a time/s that work for people who work 9-5, those who have families, those who will use transit?			

List the multiple ways the project team is providing opportunities for community members and groups to provide input and feedback, e.g., attending online, submitting a question ahead of a meeting, completing a survey.

- Public engagement efforts benefit from including and bringing new voices to the table. Benefits include:
- Ensuring an equitable engagement process
 - Creating better outcomes for all

- Increasing confidence in City systems
 - Building long-lasting relationships

DEVELOP A TIMELINE



With the communications and engagement team, build a timeline to plan your key engagement with the community. If you are already using a Project Charter, make sure that you incorporate engagement elements. You do not need to create a separate timeline.

What are the overall engagement goals? What are the desired outcomes, e.g., increased community awareness, improved understanding of community priorities?

What constraints are in the timeline, e.g., presenting to City Council, consultant touch points, budgetary?

Constraint	Details	Timeline

DEVELOP A TIMELINE (CONTINUED)

What needs to be accomplished at each stage of the project? When would engagement be most impactful?

Near Term

Activity	Date	Engagement Opportunity

Medium Term

Activity	Date	Engagement Opportunity

Long Term

Activity	Date	Engagement Opportunity

REPORT AND EVALUATE

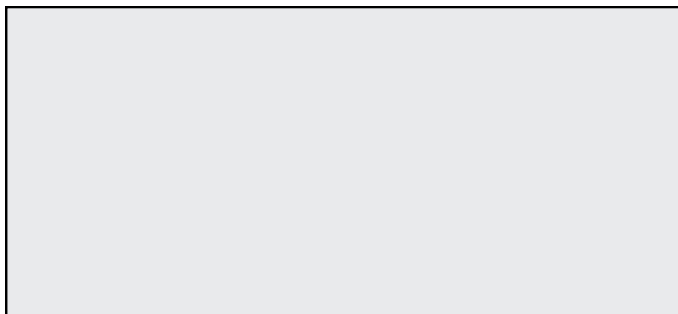
To identify challenges, measure successes, and adjust plans accordingly, it's important to monitor and evaluate projects throughout the process, and particularly at the close of the project. Ensure to share the engagement process – and results – with those who provided input, in addition to partners, team members and City Council. It's important to note that effective engagement can draw out competing values and doesn't always provide clear consensus.

	Yes	To some extent	No	Notes
Was the engagement topic clearly defined?				
Was the engagement topic clearly defined?				
Was it delivered on time?				
Did the team engage those more impacted by the project?				
Did the City receive feedback and engagement from a diverse group of voices?				
Has the project team followed up with the community groups that were engaged?				
Are there any remaining City Council touch points?				
Does anything need to be documented with photos, video, etc.?				

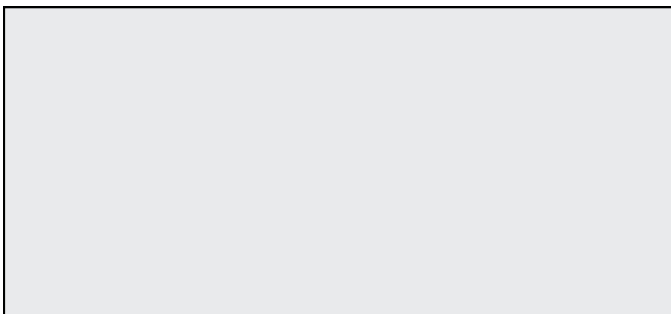
REPORT AND EVALUATE (CONTINUED)

What was the feedback from:

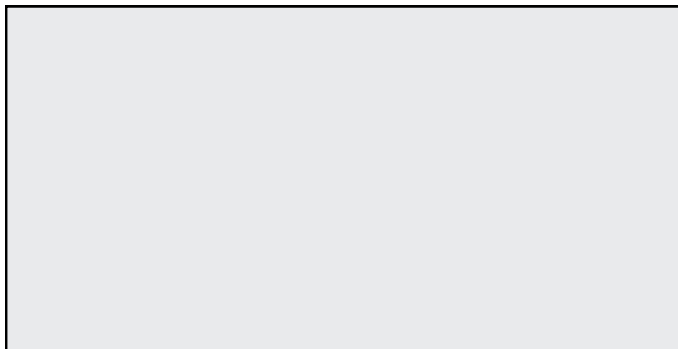
Community members?



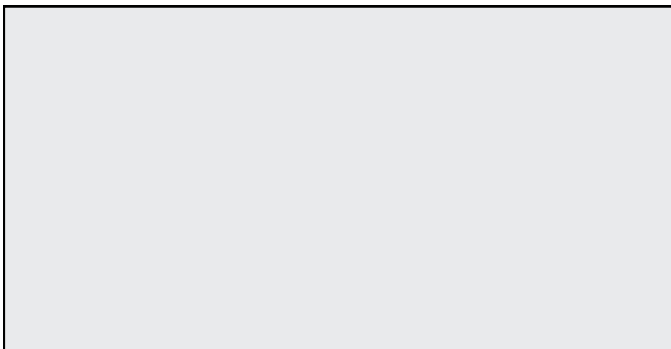
Decision makers?



What did the project team learn to inform actions for future projects?



What needs updating on the website and in news items?



COMPLETE PROJECT CLOSEOUT

At the conclusion of a project, include notifying stakeholders of the status or outcome in the project closeout tasks. Ensure all public information locations (websites, signage, etc.) are updated to reflect the final information.

