



INFORMATIONAL MEMORANDUM

TO: Transportation and Infrastructure Services Committee
FROM: Hari Ponnekanti, Public Works Director/City Engineer
BY: Cyndy Knighton, Senior Program Manager
CC: Mayor Allan Ekberg
DATE: February 3, 2023
SUBJECT: Transportation Element Update
Project No. 72010405
Public Outreach Plan

ISSUE

Update the Council on the ongoing Transportation Element of the Comprehensive Plan update with specific information on the draft Public Outreach Plan.

BACKGROUND

Last year, the City retained Fehr & Peers to provide transportation modeling and other planning services to assist with the update of the Transportation Element (TE) of the Comprehensive Plan, which must be adopted by June 2024. The Concurrency Test Fee, which was updated in 2020, is intended to be a funding source for the routine updates to the Transportation Element, including traffic data collection and Concurrency Reports done as needed in between the major update efforts. Major updates to the Transportation Element are done typically every 8 years, but the deadline for this current update was extended into 2024 due to Covid-19 impacts.

The TE is a long-range planning effort that projects the needs for transportation facilities to support the growth and development of Tukwila, establishes level of service (LOS) standards for the transportation network, and will also now include a Local Road Safety Plan to identify and plan for improvements to safety, and work toward the state's goals in the Target Zero plan. The TE update will be recommending a Multi-modal Level of Service standard (MMLOS) to address the needs of non-motorized transportation. Fehr & Peers has been working with City staff to compile background information necessary for this effort and the project is about to start its first major public outreach to involve the citizens, businesses, and others who have an interest in transportation in Tukwila.

DISCUSSION

The attached draft Outreach Plan Appendix shows the proposed outreach efforts and an overall schedule for completion of the TE update. Staff has been carefully coordinating with other Comprehensive Plan element updates that are underway, or will be beginning shortly, to minimize “outreach fatigue” that could set in if multiple outreach efforts were made one after the other. The plan is to coordinate outreach efforts to gather input on multiple efforts at single events, if possible. Once internal coordination has been completed, the schedule for outreach can be finalized.

In addition to in-person meetings at events or specific tabling efforts, a webpage is being finalized where people can make comments, as well as identify specific locations where transportation works well or needs improvement.

FINANCIAL IMPACT

None. This work is currently within the project scope and budget.

RECOMMENDATION

Discussion Only.

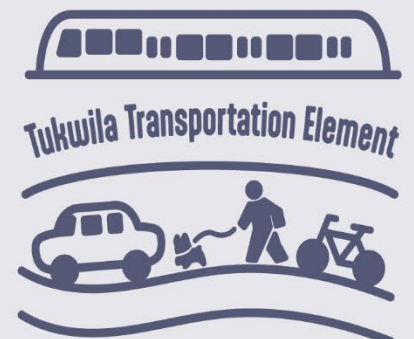
Attachments: 2023 CIP Page 17
Outreach Plan Appendix – Draft
Full Outreach Plan - Draft



Tukwila Transportation Element

Outreach Plan Appendix

November 2022 (Revised January 2023)



Upcoming Deadlines for Outreach Prep

The following internal deadlines will allow us to meet our intended schedule of an outreach push from February 13 – March 24.

January 2023

- January 20 (internal check-in)
 - Discuss timeline
 - Confirm proposed activities internally
 - Discuss internal approvals needed
- Wednesday, January 25
 - Content for Feb 6 meeting (info memo) – as high level as possible
 - Tentative calendar / coordination with other departments
 - Setup meeting with DCD, Econ Devel, Utilities
- January 27
 - Coordinate with internal outreach teams (confirm additional groups of diverse communities to reach out to one on one)
 - Rachel
 - Comp Plan partners review outreach schedule
 - DCD, Econ Devel, Utilities
 - Confirm key messages
 - Initial outreach to partners for pop-up locations

February 2023

- February 3 (internal check-in)
 - Confirm schedule with pop-up locations
 - Finalize materials/messages
 - Translate materials
- February 10
 - Website live
 - Social media push



February

2023

Highlights for February:

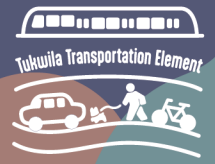
- Launch Outreach
- Post Flyers
- In-person and online engagement

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
		- Translate materials				
6	7	8	9	10	11	12
- 5:30 Pm - 7:00 Pm Transportation & Infrastructure Services Committee (Introduce project)		- Share final social media posts and flyers with City -Finalize website language				
13	14	15	16	17	18	19
- Launch Survey - Social media post - Tabling this week at 2 locations (grocery stores, Tukwila Sounder Station)		- Place Flyers: - Tukwila Library - City Hall - Community Center (TCC) - Southcenter Mall - Grocery Stores (Target, Saar's, Spice Bridge) - Senior housing (Tukwila Village) - Major employers (loop in CTR)				



		<ul style="list-style-type: none"> - Local orgs (Chamber of Commerce, Rotary) - Optional tabling/mini workshop: Tai Chi for Arthritis (10-11) (TCC) 				
20	21	22	23	24	25	26
<ul style="list-style-type: none"> - Social Media Post - Tabling at 2 locations (South Center Mall, Community Center) 		<ul style="list-style-type: none"> - Optional tabling/mini workshop: Teen After School Room (TCC) 				
27	28					
<ul style="list-style-type: none"> - Optional tabling/mini workshop: Tukwila Trailers Women's Hiking (TCC) <p>Optional tabling/mini workshop: Drop in Volleyball Play Drop in Volleyball</p>						





March

2023

Highlights for March

- In-person and online engagement
- Social media posts
- Close survey after 6 weeks

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
			- Training Center (employment services) (Library) https://kcls.bibliocommons.com/events/62fe974b95a42539006abf59			
6	7	8	9	10	11	12
- Social media post - 5:30 pm - 7:00 pm Transportation & Infrastructure Services Committee (Discuss activities to date)		Citizenship Test Preparation Class Wednesday, March 8, 2023 6:00PM – 7:30PM Tukwila https://kcls.bibliocommons.com/events/6398ab9947b3b71f20c7c1b6				
13	14	15	16	17	18	19
- Social media post						



20	21	22	23	24	25	26
- Social media post: final reminder for survey				- Close Survey		
27	28	29	30	31		

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Overall project schedule *(Internal coordination)*

- Winter 2023
 - Discuss goals
 - Share ideas and experiences
 - *Wrap up MMLOS policies/network maps*
- Summer 2023
 - **Receive land use forecasts/assumptions from Department of Community Development**
 - *Develop project list*
- Fall 2023
 - Review draft project ideas
- Winter 2024
 - Review draft plan including programs, strategies, and projects
- Spring 2024
 - Adopt plan

Key Materials:

- Flyer
- Poster
- Social media posts
- Boards – map, goals

Community destinations / flyer locations *(Tabling at 2-4 locations in Phase 1):*

- Tukwila Library
 - Game On (kids event)
 - Welcoming Center (resources to new community members)
 - Puget Sound Training Center (resources for job seekers)
- Community Center
 - Library advisory board meetings (monthly)
- Southcenter Mall
- Parks and Recreation Programs
 - Youth Activities
 - Adult Activities
 - Senior Activities
- Grocery stores (Safeway, Target, Saar's Super Saver Foods)
 - <https://www.saarssupersaverfoods.com/WeeklyAd/Store/40624/>
- Tukwila Sounder Station

Advertising:

- Hazlenut
- Seniors in the Senior Scoop <https://www.tukwilawa.gov/departments/parks-and-recreation/seniors-fitness-recreation-and-wellness/>
- Teens: <https://www.tukwilawa.gov/departments/parks-and-recreation/teens-fitness-and-recreation/after-school-teen-room/>
- City has FB page, Tukwila TV channel, Hazlenut (electronic multiple times/year and paper copy couple times/year), Tukwila Talk, elected officials' word of mouth
- Community Engagement Manager; Scott Kirby, web page, Stacia Norris, Grapevine

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Appx – Roles & Responsibilities

Date	Time	Event	Description	Task Lead	Materials Needed/ Responsible Party	Attendees
	-		-		-	-

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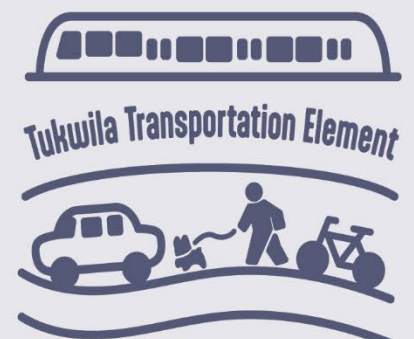
- Council Meeting
- Committee Meeting
- Stakeholder Meeting
- Project Website
- Outreach Event/Pop-up
- Webmap



Tukwila Transportation Element

Outreach Plan

November 2022 (Revised January 2023)



Introduction

Community engagement is a key component of the overall process, ensuring that community stakeholders have ample opportunity to identify issues, influence outcomes, and participate in final recommendations. This engagement program will approach these issues sensitively, creating a constructive context for conversation, debate, and change as needed. The overall engagement program will enable collaboration in identifying and resolving issues, facilitate two-way communication, ensure transparency, and build trust.

This document serves as an outline of the recommended outreach process for the Tukwila Transportation Element Update. This includes when to engage the various stakeholders/community representatives in the process, key questions to ask at each stage, and outreach activities and channels. It is intended to help the City of Tukwila receive meaningful input on transportation priorities that will advance the City's overall vision for transportation.

Engagement Process

Two phases of engagement are planned for this project. This section describes the goals and objectives for each phase and methods for gathering input from different stakeholder groups.

Understanding the issues and set draft goals

This phase of engagement is focused on understanding the existing issues and challenges. The goal of this phase is to ensure that the project team has a comprehensive understanding of the community and City's needs and desires to help set the transportation goals and vision for the next 20 years. As part of this phase, Fehr & Peers will also perform an in-depth equity analysis based on identified equity emphasis areas to ensure that we are prioritizing transportation investments differently based on unique the unique needs of different groups.

Review draft plan and project list (Optional, expected to be executed in 2023)

This phase will focus on presenting and collecting feedback on the draft plan and project recommendations. The goal of this phase will be to gather input from stakeholders and incorporate them into the draft plan.

Engagement Tactics

This section highlights some of the key tactics that we will be considering at different stages of the engagement process and the key messages that we will be striving to deliver.

<p>Summary / Key Messages</p>	<p>The City of Tukwila’s Transportation Element will provide a framework to guide transportation investments over the next 20 years in accordance with the community’s vision and goals as part of the City’s Comprehensive Plan. The Transportation Element will include both short- and long-range strategies (programs, policies, and project recommendations) that will foster safety and advance the development of an integrated multi-modal transportation system in Tukwila.</p>
<p>What is the Transportation Element update?</p>	<p>The transportation element is one of the primary elements within the City of Tukwila’s Comprehensive Plan that will establish Tukwila’s transportation goals and policies for the next 20 years to meet the City’s current and future needs. Over the years, the City has undertaken a number of efforts related to transportation planning. This update will identify a single, unified set of transportation priorities that advance the City’s overall vision for transportation.</p> <p>Specifically, the Transportation Element will:</p> <ul style="list-style-type: none"> • Establish new goals and policies to guide City design-making • Improve safety, equity, accessibility, reliability and connectivity for all road users and goods movement. • Develop a prioritized list of transportation projects and Local Road Safety Plan • Make recommendations on how to fund improvements <p>You should participate because:</p> <ul style="list-style-type: none"> • The City is making decisions related to transportation that affects you • We need your input on current challenges and ideas about how to improve the transportation network
<p>Phase 1 – Goals, Needs and Opportunities</p>	<p>We want to hear from you!</p> <ul style="list-style-type: none"> • What three words or phrases would you use to describe transportation in Tukwila today? • Imagine your ideal transportation system in Tukwila. What three words or phrases would you use to describe transportation in Tukwila in 2044? <p>Place a sticker next to a goal you agree with or write in your own!</p> <p>Map of Needs and Opportunities</p>

<p>Audiences + Messaging</p>	<p>Tukwila City Council</p> <ul style="list-style-type: none"> • <i>Goal:</i> Ensure that the draft goals align with Council priorities <p>Transportation & Infrastructure Services Committee</p> <ul style="list-style-type: none"> • <i>Goal:</i> Ensure that the Transportation Element is consistent with other City plans and policies <p>Local transit & transportation agencies</p> <ul style="list-style-type: none"> • <i>Goal:</i> Ensure that the proposed projects and policies are consistent and coordinated within the region <p>Major employers and organizations</p> <ul style="list-style-type: none"> • <i>Goal:</i> Ensure that the transportation system meets current and future needs for the major trip generators <p>General public</p> <ul style="list-style-type: none"> • <i>Goal:</i> Provide community insights representing different communities and diverse perspectives, ensure that the Transportation Element update is consistent with community needs and priorities
<p>Overview of Outreach Types</p>	<p>This phase of outreach will include:</p> <ul style="list-style-type: none"> • Meetings with City Council, Transportation & Infrastructure Services Committee • Stakeholder interviews, including community stakeholders, local transit and transportation agencies, major employers • Online engagement (project website) • Online interactive webmap for community members to provide input on potential needs and improvements in specific locations
<p>Assumptions</p>	<p>Key assumptions:</p> <ul style="list-style-type: none"> • Leadership and Tukwila staff will “talk up” the plan and its process with everyone they know, ensuring participation from all sectors of the community – including those that often don’t participate in planning processes like this. • The project team will provide most photos to use in outreach materials and outreach material templates (handouts, display boards, comment cards, etc.) They will provide input on all draft outreach materials. • F&P staff will be responsible for taking photos at outreach events. • The City’s communications staff will publicize events and project updates via social media and email.
<p>Social Media and Digital Strategy</p>	<p>Communications staff is responsible for sending emails/social media posts that are compiled by F&P staff:</p> <ul style="list-style-type: none"> • Any existing email lists? • Facebook posts, events • Facebook Live Feed • Twitter posts • Neighborhood blogs • Nextdoor.com • Photography, videography

	<ul style="list-style-type: none"> • Tukwila blogs
Print Media Strategy	<ul style="list-style-type: none"> • Print outs for libraries, community centers
Email Comment Strategy	<ul style="list-style-type: none"> • Staff to respond to members of the public that email the TE email address. • Staff to update an Excel document on SharePoint/OneDrive weekly that includes all written and emailed comments plus the name, date, and other relevant information. • F&P will review email and social media comments and incorporate feedback into draft project list.
Risks	<ul style="list-style-type: none"> • For the outreach to be successful, a full cross-section of the community needs to participate and offer thoughts and ideas. This won't happen unless word gets out about the plan. • That the public doesn't participate; participants don't represent a cross-section of the community, providing input that under-values issues important to others, or that over-emphasizes a narrow range of issues.
Communications Team	Emily Alice (Fehr & Peers), Tukwila communications staff

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Near term-actions

The following actions are identified to be completed in the near-term (Winter 2023):

- **Finalize Outreach and Social Media Strategy Plan**
 - Meet with Tukwila staff (such as staff from the City's Community Outreach Manager) to understand current connections, relationships, and City staff capabilities for translation and interpretation.
 - City has FB page, Tukwila TV channel, Hazelnut (electronic multiple times/year and paper copy couple times/year), Tukwila Talk, elected officials' word of mouth
 - Niesha Fort Brooks, Community Engagement Manager; Scott Kirby, web page, Stacia Norris, Grapevine
 - EA to email Niesha and cc Cyndy and Josh
- **Host project website**
 - Confirm website text and materials
 - Work with Scott Kirby to wrap in website
 - EA to email Scott and cc Cyndy and Josh
- **Orientation Interviews** - We will conduct up to six stakeholder interviews, speaking with community stakeholders, staff from local transit and transportation agencies, Tukwila School District, and representatives from the community's major employers.
 - Work with City staff to identify list of stakeholders
 - City staff to invite stakeholders and confirm interview schedule
 - Facilitate stakeholder interviews
 - Summarize stakeholder feedback
- **Online survey (1/2)**
 - Develop online survey to coordinate with online webmap
 - Consider incorporating safety questions (LRSP)
 - PSRC considering regional safety plan
- **Online Interactive Webmap**
 - Fehr & Peers will develop a user-friendly, online interactive map where community members can provide input on potential needs and improvements in specific locations, such as missing bicycle/pedestrian connections, high-stress crossings, challenging intersections or road segments, or near-miss locations.
 -
- **Flyers and fact sheets (2/3)**
 - Develop flyer (*Complete*)
 - Develop fact sheet describing the project
- **Initiate equity analysis**
 - **Facilitate workshops with City staff** - We will meet with City staff in two 1.5-hour meetings. First, we will discuss current equity practices and historically underserved communities in Tukwila. After performing a data review and equity analysis, we will meet with the City again to discuss equity emphasis area maps and figures and identify how we may want to consider the equity emphasis areas in project identification and prioritization.

- **Equity analysis:** Perform an in-depth equity analysis based on identified equity emphasis areas. We will work with the City to identify these areas including variables such as: health, income, age, and ethnicity, foreign born status, readily available travel options, and accessibility.
 - Deeper dive to grant funding for EJ/equity metrics
 - Loop Niesha/Brittany into these conversations
 - Discuss with Niesha before scheduling/planning workshop

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Staff support needed (Cyndy)

- Identify time for F&P staff to meet with Tukwila staff (such as staff from Human Services and the City's Community Outreach Manager) to understand current connections, relationships, and City staff capabilities for translation and interpretation.
- Confirm website text and materials
- Stakeholder interviews
 - Review list of stakeholders;
 - Invite stakeholders and confirm interview schedule
- Review flyer
- Identify time for equity workshop #1

Public outreach tactics to be completed in 2023:

- **City Council check-in (early 2023)** – Present introduction to project, initial goals and vision, MMLOS metrics
- **Online survey (1/2)**
- **Flyers and fact sheets (1/3)**
- **“Meeting in a Box” materials** - Fehr & Peers will develop materials that City staff can use to conduct additional outreach events, such as pop-ups, to “meet the community where they are.” Specific materials will be specified in the outreach plan.
- **Targeted outreach and personalized engagement (January/February 2023)**
 - Targeted outreach is likely to consist of phone calls, emails, or attendance (either virtually if COVID continues to be an issue, or in person) at community events or meetings. We will design targeted outreach events and online focus groups/pop-up events at 2-4 locations to gain public input on the draft needs assessment.

Tukwila Stakeholders (Draft)

- City Council Members
 - Transportation & Infrastructure Services Committee
 - <https://www.tukwilawa.gov/departments/city-council/city-council-committees/>
- City of Tukwila staff
 - Department of Community Development (*Complete, Nancy*)
 - Communications staff
- Washington State Department of Transportation (WSDOT)
- King County
- King County Metro
- Sound Transit
- PSRC Freight Advisory Committee
- Major employers

- Community organizations
- Emergency service providers
- Chamber of Commerce
 - <https://www.seattlesouthsidechamber.com/tukwila>
- Rotary Club of SeaTac-Tukwila
- Tukwila School District
 - <https://www.tukwilaschools.org/>

Sample Stakeholder Interview Questions:

1. What do you think is working (and/or is not working) with Tukwila's overall transportation system?
2. Which transportation issues do you think community members care about most?
3. What do you think are the main challenges for people traveling throughout Tukwila and in surrounding areas?
4. What and where are the main challenges for people who walk and roll (use a wheelchair, stroller, etc.) in Tukwila? How do people usually deal with those challenges?
5. What and where are the main challenges for people who bike in Tukwila? How do people usually deal with those challenges?
6. What and where are the main challenges for people who take transit in Tukwila? How do people usually deal with those challenges?
7. What and where are the main challenges that people experience accessing businesses in Tukwila?
8. What solutions do you think could provide a better and/or safer experience for people who walk, bike, drive, or take transit?
9. What outcomes related to the transportation plan are you interested in?