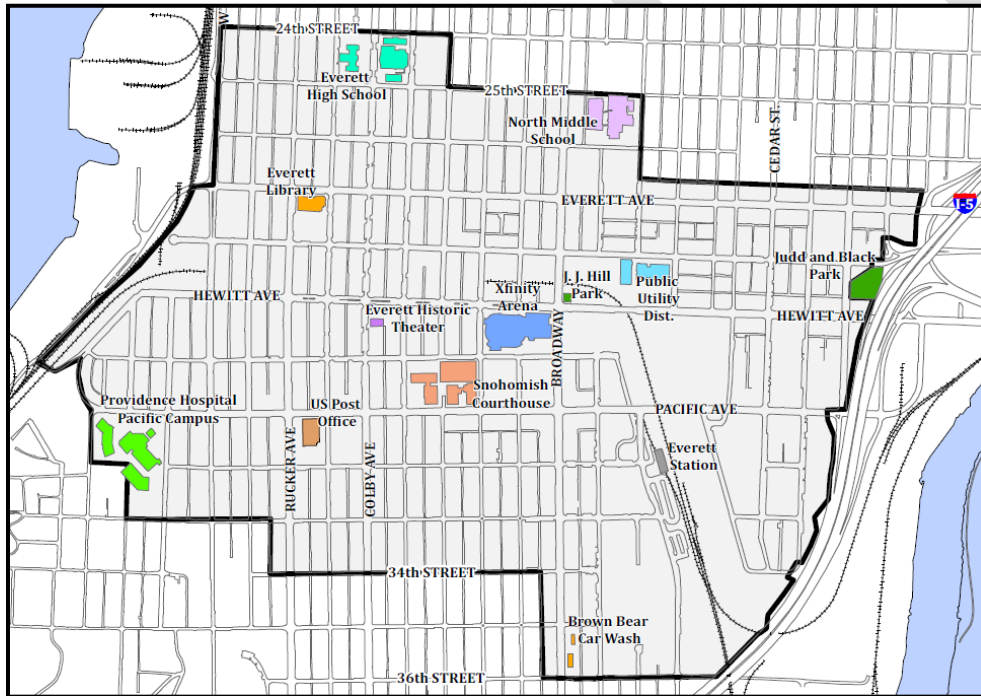


Draft City of Everett Metropolitan Center Public Participation Plan

INTRODUCTION

The City of Everett, in partnership with a wide and diverse group of stakeholders, is starting a planning process that will prepare Everett's Metropolitan Center for future public and private development and growth. The Puget Sound Regional Council (PSRC) Vision 2040 identifies the area as the regionally designated Everett Metropolitan Center. This area includes the central business district, the Everett Station area and surrounding neighborhoods (see Map below). The Metropolitan Plan will incorporate and update earlier planning projects including the Everett Station Area Plan (2005), Downtown Plan (2006), Broadway Mixed Use Zone (2008), the Core Residential Area Standards (2008), and the Downtown Everett Streetscape Plan (2009).



The Metropolitan Center Plan will address population, housing and employment targets, policies and potential land use regulations for the area, as well as all other relevant items consistent with PSRC's Regional Center Plans Checklist. It will then be incorporated into the City's 2015-2035 Comprehensive Plan. To encourage compact, high density development, the City may expand the Planned Action for the Central Business District by completing an up-front State Environmental Policy Act (SEPA) review for the expanded Metropolitan Center as part of this process.

The City is looking to citizens, property and business owners, and other interested groups to help develop an inclusive plan that both meets their current needs, and promotes a healthy environment and a vibrant economy for upcoming decades.

PURPOSE

The purpose of this document is to identify the City of Everett's public participation goal, identify community stakeholders and interested citizens, devise a project approach and schedule for effective public participation, and identify roles and responsibilities. This document may be updated over time to reflect the needs of the Metropolitan Center Plan and the responses with the early outreach to ensure public participation is effective.

GOAL

The overall goal of the City of Everett's Metropolitan Center Public Participation Plan is to make the planning process for the Metropolitan Center Plan accessible, inclusive, and engaging to stakeholders and all members of the public. In order to achieve this goal, the City will:

- Provide objective information to assist the public and stakeholders in understanding issues;
- Seek early and continuous involvement of the public and stakeholders;
- Offer opportunities for feedback to staff and appointed and elected officials through all phases of the process;
- Utilize a variety of participation methods (such as public meetings, social media, mailers, etc.);
- Support community-driven planning; and
- Use a flexible, phased approach



MEMBERS OF THE PUBLIC AND STAKEHOLDERS

The City of Everett has identified the following groups of those potentially interested in participating in the Metropolitan Center planning process; this is not an all-inclusive list:

Members of the Public

- Neighborhood residents
- Interested citizens
- Property and business owners

Business Community

- Downtown Everett Action Committee
- Economic Alliance of Snohomish County
- Downtown Everett Association
- Everett Station District Alliance
- Master Builders Association of Snohomish County

Environmental Stakeholders

- Forterra
- Futurewise
- Pilchuck Audubon

City Officials

- Mayor
- Everett City Council
- Everett Planning Commission
- Everett Historical Commission

City Departments and Services

- Public Works
- Economic Development
- Streets Initiative/Safe Streets
- Parks
- Police
- Fire
- Arts & Culture
- Office of Neighborhoods

Other Local Government

- Snohomish County
- City of Marysville
- City of Mukilteo
- City of Lynnwood
- City of Mill Creek
- Port of Everett
- Everett Public Facilities District
- Everett School District

- PUD
- Snohomish County Tomorrow
- Snohomish Health District

Public Transit

- Washington State DOT
- Everett Transit
- Community Transit
- Sound Transit
- Skagit Transit

Tribes

- Tulalip Tribe
- Muckleshoot Tribe

State Government

- Department of Ecology
- Department of Commerce
- Department of Archeology and Historic Preservation

Federal Government

- Department of the Navy

Social Service Agencies

- Gospel Mission
- Housing Hope
- Cocoon House
- Catholic Community Services
- YWCA
- Others

Other

- Brownfields Advisory Committee
- BNSF
- Cultural Commission
- Port Gardner, Riverside, Bayside Neighborhoods
- Providence
- Financial Institutions
- Religious Institutions
- American Trucking Association
- Service Clubs
- Design Professionals

APPROACHES TO PUBLIC PARTICIPATION

The City will offer a range of public participation strategies to encourage and facilitate widespread community involvement in the planning process. The Plan is flexible and may be refined as the review process progresses. The following strategies will act as a toolbox which the City may utilize to facilitate public participation during the planning process.

- **Stakeholder List**

Staff will maintain a list of interested members of the public and stakeholders who will be notified of meetings and other information related to the planning process.

- **Planning Commission Public Work Sessions and Hearing**

The Planning Commission will conduct several public work sessions to gather public comment on the draft Metropolitan Center Plan before scheduling a public hearing to develop recommendations that will be forwarded to City Council. Public notice of the public hearing will be published in the Everett Herald and on the City's website at least 15 days, but preferably 30 days prior to the date of the hearing. In addition to the required noticing procedures, notice may also be provided through such means as a press release, the City's Facebook page and the stakeholder list.

- **City Council Public Work Sessions and Hearing**

The City Council will conduct several public work sessions to gather public input on the draft plan forwarded by the Planning Commission before scheduling a public hearing. Public notice of the public hearing will be published in the Everett Herald and on the City's website at least 15 days, but preferably 30 days prior to the date of the hearing. In addition to the required noticing procedures, notice may also be provided through such means as a press release, the City's Facebook page and the stakeholder list.

- **City advisory boards and commissions**

City advisory boards and commissions will be engaged throughout the planning process as needed. These groups will review and provide feedback on components of the draft plan (e.g. transportation, land use, environment, etc.).

- **Online survey**

An online survey will be distributed to assess community priorities. The visions, goals and policies in the existing plans will serve as a starting point for developing survey questions. Members of the public and stakeholders will be notified of the survey via email, the City's project webpage, the City's Facebook page, the Everett Herald, and fliers posted in strategic locations throughout the City.



- **Hard copy of survey**
Copies of the questions from the online survey will be distributed to neighborhood associations and other interested groups. These groups can circulate the survey to their members. Survey respondents can return the survey to their group contact person or City staff.
- **Webpage**
All materials associated with the planning process, including a list of frequently asked questions, will be posted on the Metropolitan Center Plan webpage on the City's website.
- **Social Media**
Process updates and notice of public meetings will be posted on the City's Facebook page and other social media.
- **Fliers**
Fliers advertising the survey and public meetings will be posted in strategic locations throughout the City, including City-owned sites and other key venues.
- **Press Releases and Media Advertisements**
The City will issue press releases may advertise the survey and public meetings in the Everett Herald, Public TV, and on local radio channel KSER.
- **Public Gatherings**
The City will engage the public in other public gatherings and "conversation cafes" through venues such as the farmers market, small group meetings, focus groups, service club meetings, and other venues. Other approaches may include walking tours to highlight community history, walkability, employment, and other topics.
- **Open House**
An open house will be utilized to present the draft Metropolitan Center Plan to the public and stakeholders prior to the start of the legislative process. Staff will provide an overview of the process to date; draft visions, goals and policies; and next steps. Notice of this meeting will be provided through such methods as a press release, the Everett Herald, the City's website, the City's Facebook page and the stakeholder list.

SCHEDULE AND OPPORTUNITIES FOR PUBLIC PARTICIPATION

The Metropolitan Center planning process will occur in four phases. In each phase the City will utilize various approaches to public participation listed above in order to engage stakeholders and members of the public. For a schedule of the Everett Metropolitan Center Plan please see Appendix A attached.

The following is the estimated timeline for developing and adopting the Metropolitan Center Plan. The actual timeline may be different depending on the complexity of issues and changes identified through the public participation process.

Project Timeline



Phase 1: Initial Outreach and Assessment

February – June 2016

During Phase 1, staff will begin to review the visions, goals and policies in existing plans, and organize the information. The public and stakeholders will be introduced to the planning process and asked to prioritize the plan's visions, goals and policies.

Phase 2: Drafting the Metropolitan Center Plan

June – September 2016

In Phase 2, feedback gathered through the Planning Commission and City Council meetings, survey and other means (e.g. emails, Facebook page, letters, etc.) will be incorporated into the draft Metropolitan Center Plan. Staff will present the draft language to relevant City advisory boards and commissions, as well as focus groups.

Phase 3: Finalize the Metropolitan Center Plan

September - November 2016

In Phase 3, staff will finalize draft versions of all chapters of Metropolitan Center Plan. An open house will provide the public and stakeholders with an opportunity to see the draft plan and provide feedback for the final plan. Advisory boards, commissions, and focus groups may develop recommendations to be forwarded to the Planning Commission.

Phase 4: Adopting the Metropolitan Center Plan

November 2016 – February 2017

Phase 4 consists of the legislative process for plan adoption, which includes Planning Commission and City Council public hearings. The process will culminate in the adoption of a new Metropolitan Center Plan.

ROLE OF DECISION MAKERS

Administration: City staff will oversee consultant work related to the Metropolitan Center Plan. They will facilitate public meetings and present draft materials to the Planning Commission and City Council for review. They will revise documents as needed and provide all materials to Planning Commissioners and City Council members in a timely manner.

Planning Commission: The Planning Commission will act as the Stakeholder Committee during the Metropolitan Center planning process, provide policy recommendations for the Metropolitan Center Plan, and ensure that the public is involved throughout the process. The Planning Commission will review the draft plan on a chapter by chapter basis, providing opportunities for public comments while providing feedback and recommendations to the administration. All public workshops will be noticed appropriately so that all Planning Commission members are able to fully participate in these events in the event of a quorum. The Planning Commission will forward its final recommendations to the City Council.

City Council: The City Council will provide policy guidance and will make the final decisions and adoptions for the Metropolitan Center Plan. All public workshops will be noticed appropriately so that all Council members are able to fully participate in these events in the event of a quorum. The Council will receive periodic briefings on the planning process and will review the Planning Commission recommendations on the Metropolitan Center Plan. Council will hold a public hearing on the final draft to the Metropolitan Center Plan prior to taking final action.

Role of the Public: The Metropolitan Center Plan will be primarily written for and with guidance from the public. The plan will reflect their preferences, ideas, and input received throughout the process. During the planning process it is important to retain the public's interest by making citizen participation as accessible as possible. The process is driven by the community and guided by the city's professional staff to ensure continuous, effective public participation. This will be accomplished through advertising, outreach, stakeholder involvement, and numerous public events.

Contact Information

Written comments are welcome at any time during the Metropolitan Center planning process. For Planning Commission and City Council public hearings, formal written comments should be submitted by the deadline included in the public notice information. Staff will publish all formal comments, in addition to staff's responses, on the City's website prior to public hearings and work sessions. The public will be able to comment and provide testimony at each public hearing.

This public participation plan may be updated administratively as conditions change or additional resources to support outreach activities become available. A current copy of the public participation plan will be available for viewing at the front counter of the Department of Planning and Community Development and on the city's website.

To find out more about the Public Participation Plan and to comment on the draft Metropolitan Center Plan, please contact Niels Tygesen at the contact information listed below.

Planning and Community Development Department
2930 Wetmore Avenue
Suite 8-A
Everett, WA 98201
Phone: 425.257.7168
Email: ntygesen@everettwa.gov

To be notified of up-coming meetings and process updates, send an email to: metro@everettwa.gov (tentative)

All documents related to the Metropolitan Center Plan are located here: www.everettwa.gov/metro (tentative)

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