



Kirkland 2044 Comprehensive Plan Periodic Update Public Outreach & Community Engagement Recap November 2024

This document summarizes the community engagement activities and stakeholders groups the City of Kirkland reached out to during the 2022-2024 2044 Comprehensive Plan periodic update.

Overview

With the K2044 update process, the City invested particular energy, staff resources, and consideration into engaging people underrepresented in civic life (i.e., “priority populations”), in addition to current residents and known community leaders. A [2022 Community Engagement Plan \(Broadview Planning\)](#) was prepared for the update process, and staff implemented many of the actions therein beginning in 2022 through 2023. A K2044 logo and tagline was created (see above). The K2044 engagement approach utilized both digital and in-person platforms to reach community members and Kirkland visitors to “*Meet people where they are*”.

With help from over 15 Planning Division staff members, we were able to meet community members where they are by attending and hosting events. We worked closely with the City Manager’s Diversity, Equity, Inclusion and Belonging (DEIB) Manager, Erika Mascorro and the communication team, incorporating their engagement and outreach recommendations. Where feasible, community engagement for both the Comprehensive Plan and Transportation Strategic Plan were combined throughout the process.

Engagement continued in 2024 with open houses prior to each public hearing and in response to community interest in the draft goals and policies in the Plan, status updates were distributed in a utility billing, GovDelivery, This Week In Kirkland (TWIK), and other media channels, and staff attended neighborhood association and community organization meetings. Throughout this process, we continue to learn and improve our methods and strategies for effective communication with the community.

Community Outreach and Engagement Activities

The following list summarizes and quantifies the key community outreach and engagement strategies staff used during the 2022-2024 update process and number of people reached or events held:

Project webpage updates, listserv emails and newsletter announcements (over 9,700 people reached and an estimated over 400 people interacted directly with K2044 content);

[*Redesigned K2044 webpage*](#): In March 2024, in response to community feedback about how people were finding information about the Comprehensive Plan, the City launched a redesigned K2044 webpage⁸ to help the community learn more about the K2044 update. The webpage includes a landing page for key topic areas, including: draft goals and policies for each Element; basic information about the Plan update; the neighborhood plan updates; and a community engagement page detailing how to get involved in the process, and how to submit comments. The Transportation Strategic Plan update webpage⁹ provides information about that process;

Stakeholders & Community Groups: The City identified stakeholder and community groups and contacted these groups with information about the Comprehensive Plan update and how to get involved in this process (see list below). These included Kirkland Alliance of Neighborhoods (KAN) and individual neighborhood associations, Tribes, high schools, and surrounding jurisdictions. Staff contacted this list to recruit individuals to serve on the focus groups discussed below;

Community-wide visioning event January 2023;

Publication of informational handouts on various topics, frequently asked questions (including introduction materials translated into the four most common languages in the City besides English);

Community Surveys: The City created four public surveys throughout 2023 that covered the major topics in the Comprehensive Plan (Sustainability, Climate, Environment, Housing and Human Services, Land Use and Transportation, and Economic Development), receiving nearly 2,257 responses from community members. A communitywide visioning Survey received 165 responses. These survey responses helped to inform revised or new policies that meet the needs of the community;

Public comments: Public comments were accepted throughout the Comprehensive Plan update process received from email, Our Kirkland Q-Alert system (506 comments from Q-Alert) and forwarded to the Planning Commission and City Council. All the comments are available for viewing on the K2044 update webpage. Public comments are also available organized by subject matter;

Local Events: City staff attended over 40 community events and meetings throughout 2022 and 2023 to engage with the community and receive feedback on various topic areas. The intent here was to meet people “where they are” and not require attendance at special K2044-themed meetings. This included Evergreen Health Fair, Bike Everywhere Day, Pride Crosswalk Ribbon-cutting, Juneteenth, Totem Lake Bridge Connector Opening (estimated to have reached over 600 members of the public through community and tabling events)., meeting with Youth & Senior Councils, neighborhood groups and local school students, and attending events in the community such as farmer's markets, health fairs, Kirkland City Hall for All, Town Hall on Bikes, Parks Movie Night announcements, neighborhood association meetings, and more;

School Class projects with Lake Washington and Juanita High Schools and student surveys (communicated directly with over 80 students, not including those that filled out surveys);

Focus Group recruitment focused on priority populations (reached out to over 150 organization contacts or individuals representing priority populations);

Focus Group Sessions: The City hosted eight small group, 90-minute sessions with interested community members for Sustainability, Climate, Environment and Parks, Land Use and Transportation, Housing and Human Services, and Economic Development elements (65 focus group participants). The purpose of the focus groups was to review existing policies, develop guiding principles, and draft new policies for specific elements of the Plan. As an incentive, debit cards were available to focus group participants;

Boards and Commissions: Presentations to community groups including Boards and Commissions (City Council, Planning Commission, Transportation Commission, Park Board, Youth Council, Senior Council, Human Services Commission), neighborhood associations, and Kirkland Alliance of Neighborhoods were briefed on the K2044 update and provided input;

Special Presentations: The Washington State Department of Commerce and City hosted a community educational event, a “Short Course on Local Planning” in May 2023. The course included discussions on the Growth Management Act, requirements for Comprehensive Plans and an overview of Kirkland’s Plan, the role of Planning Commissions and Planning staff in planning processes, and the legal basis for planning in Washington State (15 people attended in person; 36 people online);

Neighborhood Plan update process and stakeholders: Neighborhood working groups comprised of interested community members were formed for both the Juanita and Kingsgate neighborhoods to help inform the in-depth update they received. The Juanita Working Group consisted of 12 community members that met four separate times at various stages of the process to help establish and refine the drafted policies. The Kingsgate Working Group included 9 community members that met three times throughout the process. Staff held visioning workshop events in each neighborhood, wherein over 30 community members attended each event. Detailed summaries are available for the Juanita Visioning Workshop¹ and the Kingsgate Visioning Workshop² on their respective project webpages. Staff also conducted outreach to both neighborhood associations, engaged with targeted groups in the neighborhoods such as Youth Eastside Services staff working at both Kamiakin Middle School and Juanita High School, and promoted the plan update to owners of adult family homes. Engagement with the Kirkland Youth Council, KAN, and King County Library System staff helped inform the plans as well. In Juanita, public notice signs were placed at the Michael’s and Goodwill sites to educate the public on potential land use changes, and the Juanita Working Group got an opportunity to meet with the property owners of each site to better understand their land use change proposals. All digital and media forms of outreach and public notice utilized for the K2044 update, as referenced above, were also used to advertise the Neighborhood Plan updates. This includes a neighborhood survey for each neighborhood, which received 333 responses for the Juanita Neighborhood Community Survey, and 312 responses for the Kingsgate Neighborhood Community Survey. These are among the highest numbers for neighborhood planning survey responses in recent history. Survey results were summarized and analyzed by staff

¹ www.kirklandwa.gov/files/sharedassets/public/v/1/planning-amp-building/neighborhood-plan-updates/juanita-neighborhood-plan/juanita_visioningworkshop_summary_final.pdf

² www.kirklandwa.gov/files/sharedassets/public/v/1/planning-amp-building/neighborhood-plan-updates/kingsgate-neighborhood-plan/kingsgate_visioningworkshop_summary_final.pdf

at-length and posted to the project webpages through a Juanita Community Survey Executive Summary³, as well as a Kingsgate Community Survey Executive Summary⁴.

For the general, less intensive updates to the other 13 neighborhood and subarea plans, staff engaged with KAN and other community members, provided details of the scope of the update on a project webpage, and responded to community input through revisions of the drafts;

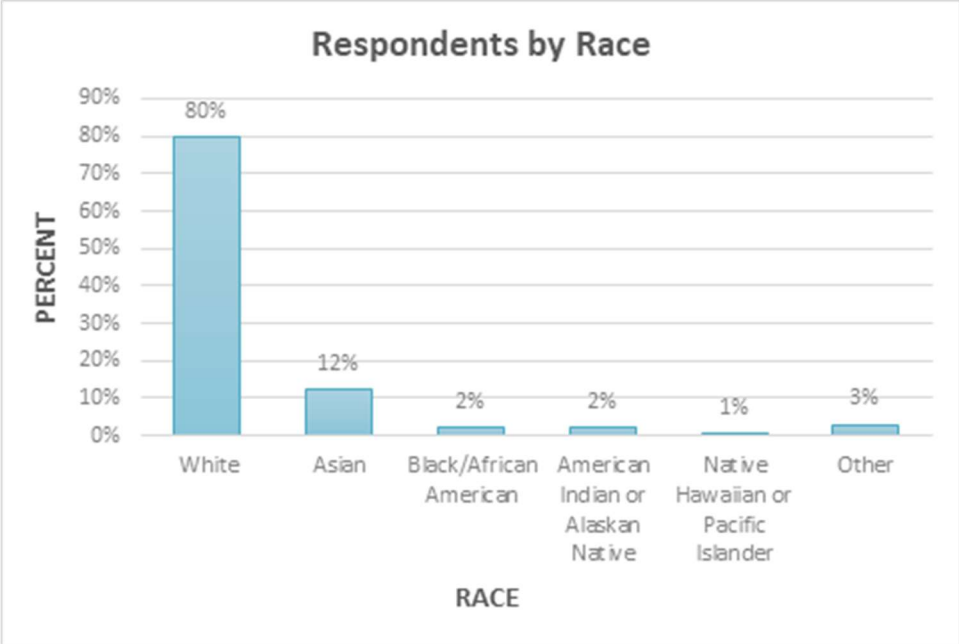
Media outreach and public notice: Since 2022, information about the Comprehensive Plan have been published in This Week In Kirkland, This Week in Kirkland podcast, K2044 email update bulletins, the City's social media pages, and through neighborhood association email lists. Public Notices were distributed pursuant to requirements in Zoning Code Chapter 160 prior to each public hearing, including installing notice boards and mailing notices related to each Community Amendment Request location. Responses to community questions or comments have been provided by staff via Our Kirkland and email;

Inclusive Outreach Focus (excerpt from the July 18, 2023 City Council meeting briefing):

One of the main areas of focus throughout the community engagement process has been to reach those who have not traditionally been involved in citywide planning projects, including Black, Indigenous, People of Color (BIPOC) communities, immigrants, lower income households, and renters. In 2022, 28% of Kirkland's population of 93,570 identified as "non-white" (see Attachment 3). Based on the combined responses of the three community surveys (Sustainability, Climate, Environment and Parks Survey, Housing and Human Services Survey, and Land Use and Transportation Survey), 80% (1,009 survey participants) identified as White, while only 20% (257 survey participants) identified as non-White (i.e., Black/African American, Asian, American Indian, Alaskan Native, Native Hawaiian, Pacific Islander, or other).

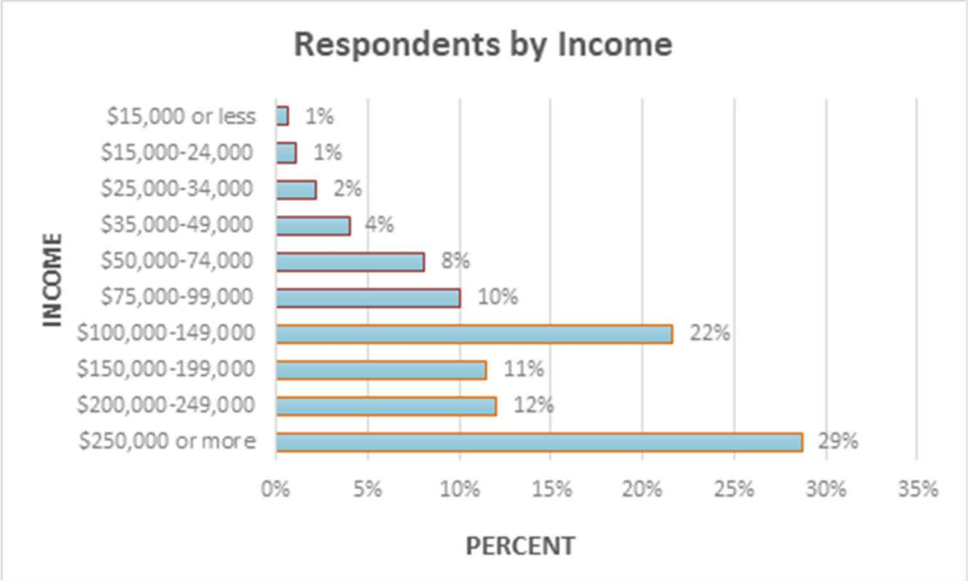
³ www.kirklandwa.gov/files/sharedassets/public/v/1/planning-amp-building/neighborhood-plan-updates/juanita-neighborhood-plan/juanita_survey_summary_01082024.pdf

⁴ www.kirklandwa.gov/files/sharedassets/public/v/1/planning-amp-building/neighborhood-plan-updates/kingsgate-neighborhood-plan/kingsgate_survey_summary_01082024.pdf



Additionally, of the 54 total focus group participants (Sustainability, Climate and Environment, Land Use and Transportation, Housing and Human Services), 70% (38 participants) identified as White, and 30% (17 participants) identified as non-White. Staff believes that more targeted outreach conducted to recruit focus group participants helped achieve the desired outcome of better reflecting the diversity of the community.

Another trend observed through outreach efforts was that fewer survey respondents representing the median income range in Kirkland participated compared to those in the higher income ranges (i.e., survey respondents are disproportionately higher-income). According to the U.S. Census Bureau, the median income for a household in Kirkland is approximately \$122,000. Of the 1,003 survey participants that chose to answer the income question, 74% reported annual household incomes above \$100,000 while 26% reported incomes of \$99,000 or less (see graph below).



Similarly, of the 40 focus group participants that chose to answer the income question, 75% reported household incomes of \$100,000 or more and 25% reported household incomes less than \$99,000.

With the K2044 Update process, staff has significantly increased participation of the city's youth working with the Youth Council and high school students on class projects related to ideas for increasing affordable housing and ideas for improving the pedestrian and bike infrastructure. Based on preliminary review of the information received, staff will continue to explore and expand options for reaching community members that better represent the makeup of Kirkland. Additionally, staff has worked with the Senior Council to provide briefings on each Comprehensive Plan element and has ensured there are representatives of the Council in each focus group thus far.

Sample stakeholder's list of organizations, associations, cities, and agencies City distributed public outreach materials to during the planning process:

Right to Breathe Committee	LifeWire
Eastside Race & Leadership Coalition	Eastside Homeless Advisory Committee (EHAC)
Indivisible Kirkland	King County Housing Authority
Eastside for all	ARCH
Global Diversity Partners	Imagine Housing
Eastside Pride	Attain Housing
Chief Seattle Club	DASH (District Alliance for Safe Housing)
King County Promotores Network	Community Homes, Inc. - People with Disabilities
Lake Washington Institute of Technology	HERO House - People with Disabilities
Ismaili Faith Group	New Bethlehem Project - Homeless
Hopelink	Helen's Place (Sophia Way)
Friends of Youth	Eastside Legal Assistance
Center for Ethical Leadership	Eastside Human Services Forum
Livable Kirkland	Hopelink
Duwamish Tribe	Catholic Community Services
Snoqualmie Tribe	Salthouse Church
Muckleshoot Tribe	Safe parking program at LKW United Methodist Church
Tulalip Tribe	City of Bellevue (Bellevue Network on Aging)
Stillaguamish	Peter Kirkland Community Center (PKCC)
Suquamish	Disability Rights Washington
Chinese Information Service Center (CISC)	Highland Community Center - Bellevue
Indian Association of Western Washington (IAWW)	PTSA for students w/ disabilities
Apartment Managers	BSF Transition Program - graduates
Bellevue College	AtWork!
LWSD ASB Project; Curriculum; Events	PROVAIL
Lake Washington High School	Community Homes, Inc.
Juanita High School	IKRON
Lake Washington School District	EasterSeals of Washington
Muslim Community and Neighborhood Association (MCNA)	Tenants Union of Washington State
Muslim Association of Puget Sound	Boys & Girls Club of Kirkland
Eastside Interfaith Social Concerns Council	WRAP Around Services
St. Louise Catholic Church	Jubilee Reach
Muslim Community Resource Center (MCRC)	Eastside Pathways
Lakeside Christian	Eastside Pathways - School Readiness
Fostering Interfaith Relationships on the Eastside (FIRE)	Youth Link Board
Kirkland Interfaith Network (KIN)	Youth Eastside Services
IMAN Center	Childcare Resources - Kalidescope
Kirkland Jewish Community (KJC) group	Childcare Resources
Congregations for the Homeless	Children's Therapy Centr
The Sophia Way	Sustainability Ambassadors

Movement of Advocacy for Youth
EasterSeals of Washington
Lighthouse for the Blind
Leadership Eastside
Eastside Legal Assistance
Lake Washington Institute of Technology
Northwest University
Lake Washington School District
African American Student Advocacy
Program (AASAP) - Juanita HS
Gay Student Alliance (GSA) - Juanita HS
Assisted Living or Senior Housing Facilities
SEPA Agencies with jurisdiction list;
surrounding cities
Standard Public Notice Distribution List
Multi-family management companies
Neighborhood Associations
Kirkland Alliance of Neighborhoods
Feet First
Washington Bikes
Kirkland Greenways
Transit Riders Union
Transportation Choices Coalition
Interlaken Trailblazers Walking Club
Bellevue, WA
Evergreen Trails
King County Metro Transit
Lake Washington School District
Bridle Trails Park Foundation
Equine Advisory Group
Kirkland Arts Center
Kirkland Performance Center
Kirkland Heritage Society
Master Builders Association
Business email list newsletter
Kirkland Chamber of Commerce