

Engagement Plan

Updated Engagement Plan for the Burien Comprehensive Plan Update

Overview

The City of Burien (City) is re-imagining the long-term future through a coordinated planning effort combining major updates to the Comprehensive Plan, a new Transportation Master Plan, and an update to the Parks, Recreation and Open Space Plan. Results of these efforts will guide policymaking, operational plans, and budgets for the next twenty years. It is vital that community voice guides these important planning processes.

The Engagement Plan (Plan) provides a framework for understanding how engagement will be coordinated for the Burien Comprehensive Plan update. It is a tool the City and project team will use to organize and direct their efforts. In addition to outlining the purpose and objectives of engagement, this Plan identifies key stakeholders and methods of engagement. As the project progresses, the team will use this Plan to select and design events that are aligned with the project schedule and respond to community needs.

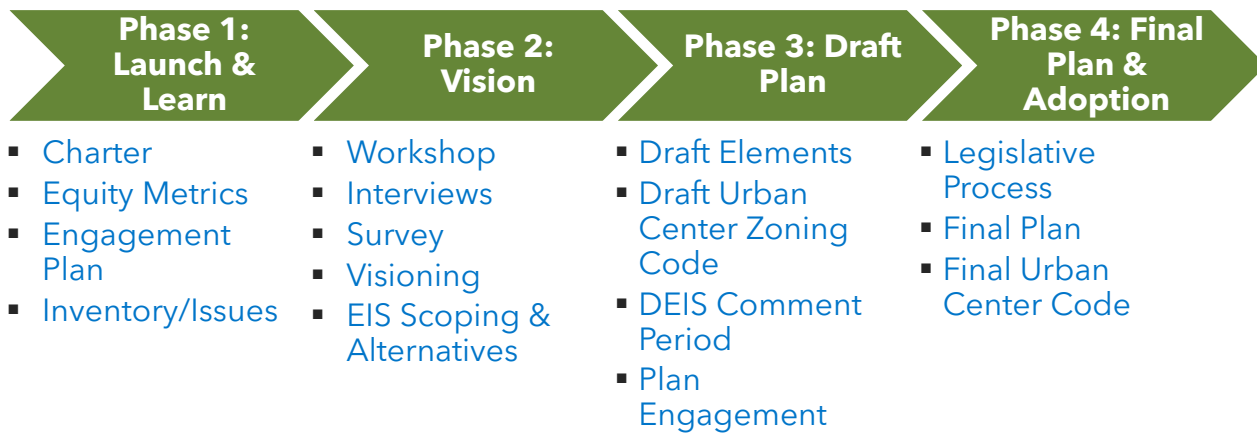
Purpose and Objectives of the Engagement

The City of Burien is embarking on a major update to its Comprehensive Plan. This effort will help Burien plan and build for the next few decades. The Comprehensive Plan covers many topics including land use and zoning, economic development, human services, environmental protection, and infrastructure. The Comprehensive Plan update will:

- Identify and Implement the Communities Vision and Priorities
- Extend Burien's planning horizon to 2044
- Comply with the State's Growth Management Act and regional planning requirements

Consistent with Burien's Equity Element and the new VISION 2050 and Countywide Planning Policies, this plan centers equity in each phase. In each phase there is an opportunity to address equity in the Plan, the EIS process, and overall engagement. This engagement plan will employ both traditional and creative approaches to engage the community and key stakeholders through the four phases shown below.

Exhibit 1. Burien Comprehensive Plan Project Phase Chart



The objectives of the engagement plan include:

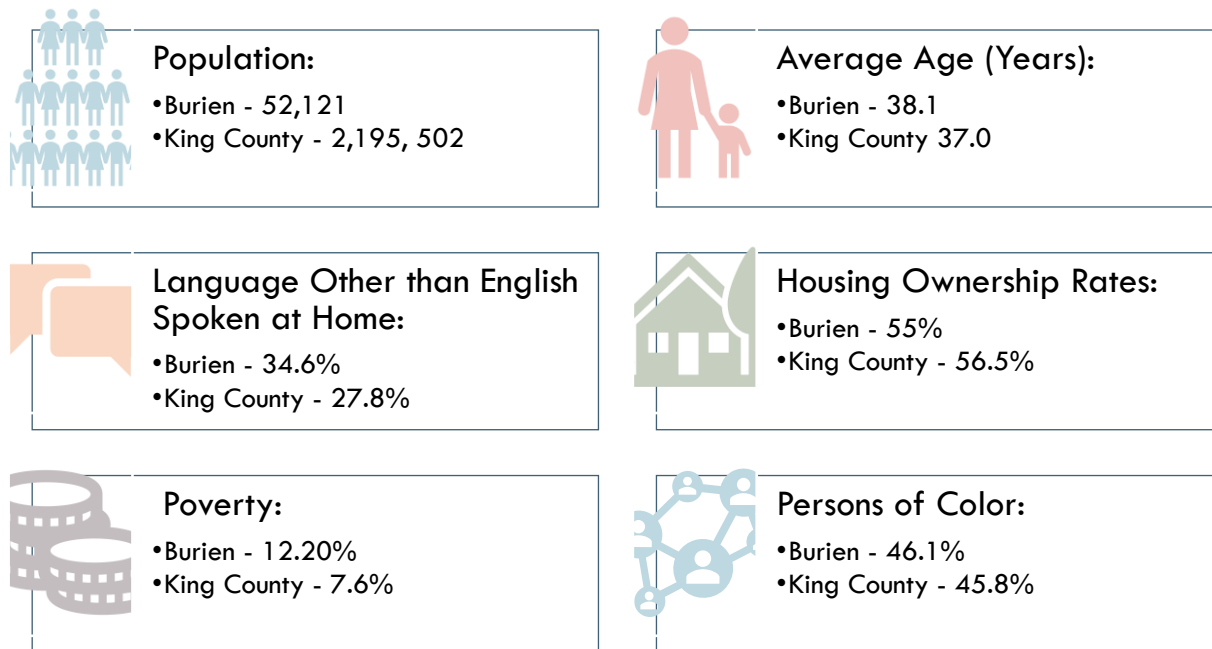
- Clearly communicate the Comprehensive Plan Update’s purpose, process, timeline, and final recommendations.
- Build project support through outreach and engagement efforts that invite meaningful input.
- Actively solicit questions, priorities, and concerns from community members across the city, representing Burien’s diversity of cultures, languages, races, incomes, household sizes, ages, and other demographics.
- Seek perspectives of residents, property owners, businesses, builders, volunteer organizations, religious organizations, and those unlikely or unable to participate.
- Provide safe, accessible, and enjoyable engagement opportunities.
- Coordinate and collaborate with special districts, economic development entities, and regional and state governments.
- Coordinate the Comprehensive Plan Update engagement with related initiatives such as Shape Your City themes and hub, and the other planning initiatives including the Burien Transportation Master Plan and Parks, Recreation, and Open Space Plan.

Community Demographics and Profile

Compared to King County, Burien is a diverse community with slightly higher share of persons of color, and with greater households speaking languages other than English at home. It is slightly more diverse than the County as a whole. It has a higher rate of poverty and a slightly lower rate of homeownership. It is slightly older.

A full community profile is under preparation to support the Comprehensive Plan Update.

Exhibit 2. Demographic Summary – City of Burien 2020



Key Audiences and Stakeholders

The City processes and subsequent planning efforts will require significant outreach and engagement with key audiences and stakeholders. An initial list of key audiences and stakeholders to engage is as follows:

- Residents: at large and specific neighborhoods
- Businesses
- Neighborhoods
- City Council and City Commissions
- Utility districts
- Highline Public Schools
- Port
- Adjacent jurisdictions
- State of Washington Department of Commerce

- Community-based organizations: Para los Niños, Southwest Youth and Family Services, Latino Civic Alliance, Lake B, HUMC, MAYF, etc.
- Additional stakeholders that this planning process should engage include:
 - People with Disabilities
 - Older Adults
 - Youth and Young Adults

In addition to these audiences and stakeholders the project team will seek to coordinate and work closely with the [Burien Community Connectors Program](#). The Burien Community Connectors program works with trusted leaders from Burien’s diverse communities to connect more people to civic planning processes. Community Connectors are compensated and work with City staff to advise on engagement plans and program development, conduct outreach and engagement, create events, interact with ethnic media and other community media outlets, provide interpretation, and translate materials as needed. The program brings resources, information, and decision-making opportunities to underrepresented communities.

Key Messages

The Comprehensive Plan will support the City’s theme Shape your City:

<https://connect.burienwa.gov/projects/shape-your-city/>. The City of Burien is re-imagining the long-term future of our city through a coordinated planning effort called “[Shape Your City](#)”. The initiative combines major updates to the Comprehensive Plan, a new Transportation Master Plan, and an update to the Parks, Recreation and Open Space Plan.

Exhibit 3. Shape Your City Logo



The Comprehensive Plan Update is an element under the umbrella of Shape Your City with its own color.

Exhibit 4. Shape Your City – Comprehensive Plan Theme Color



The Comprehensive Plan will have its own style that resonates with Shape Your City but including artwork from [Natalie Dupille](#) including graphic facilitation and images woven into the plan. The City anticipates developing a name for the Comprehensive Plan (e.g., Burien 2044).

Key messages for the Comprehensive Plan Update are similar to those developed for Shape Your City, including:

- The City of Burien is re-imagining the long-term future of our city through a coordinated planning effort combining major updates to the Comprehensive Plan, a new Transportation Master Plan, and an update to the Parks, Recreation and Open Space Plan.
- Results of this planning effort will guide policymaking, operational plans, and budgets for the next twenty years. It is vital that community voice guides these important planning processes.

The Comprehensive Plan Update is designed to ensure the plan benefits the whole community. Examples of how include ideas in the table below.

Exhibit 5. How can the plan help the community?

Comprehensive Plan Topic	Plan Opportunities
Affordable housing	<ul style="list-style-type: none"> ▪ What types of homes are located in which neighborhoods – single family, apartments, townhomes, etc. ▪ Housing for all incomes and special needs.
Shopping and businesses	<ul style="list-style-type: none"> ▪ Local walkable destinations to shops and community shopping opportunities at neighborhood commercial nodes. ▪ Opportunities for business formation.

Comprehensive Plan Topic	Plan Opportunities
Family-wage jobs	<ul style="list-style-type: none"> ▪ Locations for services, industry, office, and other employment types. ▪ City investment in infrastructure, like transportation and utilities.
Healthy lifestyles & youth activities	<ul style="list-style-type: none"> ▪ Requirements for sidewalks, bike lanes, etc. ▪ Locations and funding for park and recreation facilities.
Safety	<ul style="list-style-type: none"> ▪ Design of buildings and public spaces for people-centered, active spaces. ▪ Pedestrian and bicycle safety improvements – sidewalks, bike lanes, etc. ▪ Quality of police and fire/emergency services. ▪ Lighting
Protecting the environment	<ul style="list-style-type: none"> ▪ Development standards protecting water quality, trees, etc. ▪ Climate adaptation and greenhouse gas reductions per person.
Community character	<ul style="list-style-type: none"> ▪ Design guidelines for new buildings to maintain community character.

Community needs identified in the [Burien 2022 Community Assessment Survey](#) is another a source of key topics that the engagement activities and plan update should address including: housing affordability, homelessness, safety, and others.

Methods and Tools

Effective engagement is essential to Burien’s Comprehensive Plan, through which members of the public will help develop and guide a vision for community growth and change over the next 20+ years. The engagement efforts are an opportunity to ground truth information learned through the data collected in the Visioning phase of the planning process. The engagement goals for this effort include:

- Raising awareness of planning process among community and key stakeholders.
- Inspiring community and key stakeholders to get involved with planning.
- Creating a feeling among community and stakeholders that their voices were heard, and they influenced the planning efforts.
- Ensuring plans are responsive to community priorities and needs.
- Soliciting questions, priorities, and concerns from community members, community groups, local builders, local realtors, nonprofit housing advocates, and local religious groups.
- Providing safe, accessible, and enjoyable engagement opportunities.

Outreach and Communication

Increasing awareness about the Plan and the environmental review process is important to successful engagement. The following tools will be used to spread awareness and encourage participation:

- **Burien Community Hub.** This will be a central repository for Plan information including status updates, draft documents, schedules, official notices, links to partner agencies, and other project information. The project webpage is: [Comprehensive Plan Update - Burien Community Hub \(burienwa.gov\)](https://burienwa.gov)
- **Official SEPA Notices.** SEPA requires notification prior to official comment periods, such as a minimum 21-day scoping period and minimum 30-day Draft EIS comment period. Public hearings held for the proposed plan are open to comment on available SEPA documents, and if held specifically for the EIS must be scheduled no sooner than 15 days after publication of the Draft EIS.
- **Shape Your City Email List.** The City will maintain a Shape your City (SYC) email distribution list with interested parties that will be used for electronic notification of public meetings and project milestones.
- **Community Connectors Program.** The Burien Community Connectors program collaborates with trusted leaders from Burien’s diverse communities to connect more people to civic planning processes. The project team will coordinate with the City and Community Connectors to advise on engagement plans and methods.
- **Translation and Interpretation.** Translation of print materials and interpretation at meetings will be available as needed on this project.

Engagement by Phase

Development of the Burien Comprehensive Plan Update will occur over four phases including Launch and Learn; Vision; Draft Plan; and Final Plan and Adoption. These phases are intended to be sequential and help structure the scope of the Plan update launch in summer 2022 and completion in spring 2024.

Exhibit 6 below shows an overview of the project phases and anticipated engagement activities that may occur in each phase. Prior to each phase, the project team will use this Engagement Plan to develop an approach that identifies timelines, roles, and responsibilities.

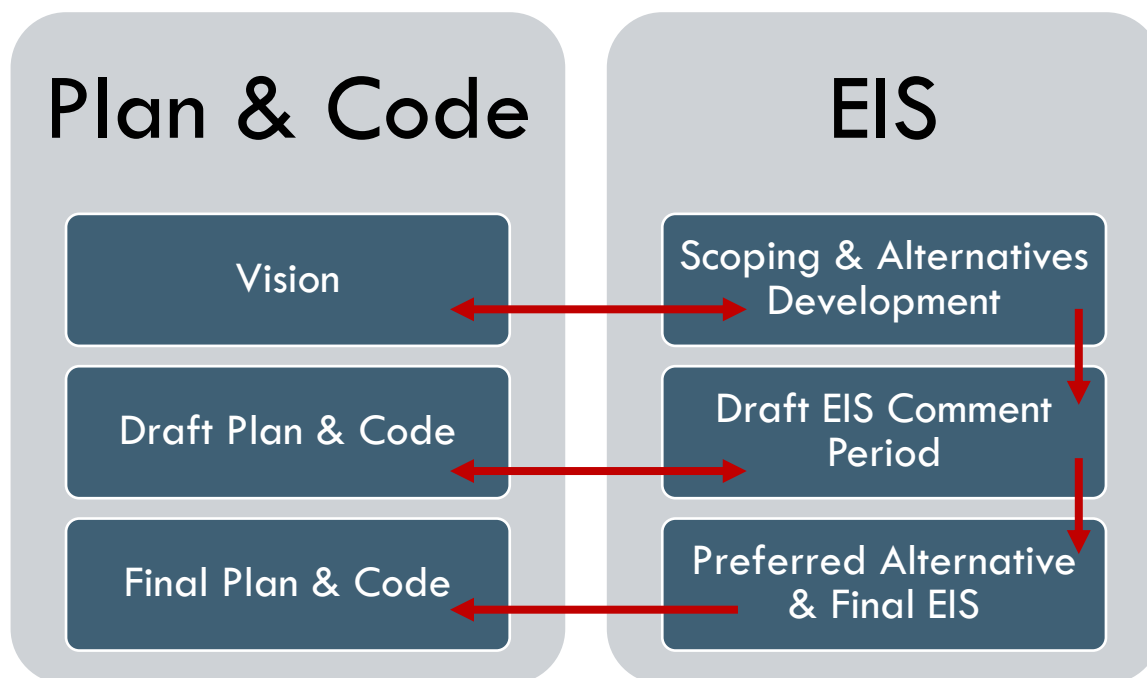
Exhibit 6. Overview of Project Phases and Activities

Project Phase	Engagement Activities
Phase 1 Launch and Learn <i>Summer 2022</i>	<ul style="list-style-type: none">▪ Engagement Plan Development▪ Coordination with Equitable Community Engagement Program▪ Draft Engagement Materials▪ Draft Content for Community Hub
Phase 2 Vision	<ul style="list-style-type: none">▪ Interviews with Key Stakeholders▪ Focus Groups

Project Phase	Engagement Activities
Fall 2022 – Spring 2023	<ul style="list-style-type: none"> Community Workshops (with Graphic Facilitation) Survey and Comments from Map Hub EIS Scoping
Phase 3 Draft Plan	<ul style="list-style-type: none"> Draft Plan Sharing Interactive Story Map and Survey
Fall 2023-Winter 2024	<ul style="list-style-type: none"> Open House Draft EIS Comment Period
Phase Final Plan & Adoption	<ul style="list-style-type: none"> Legislative Process Materials for ongoing Leadership Briefings Planning Commission Workshops and Hearing
Winter 2024 - Fall 2024	<ul style="list-style-type: none"> City Council Workshops and Hearing

Visioning and Scoping are co-timed, and the Draft Plan and Draft EIS are co-timed. The Draft EIS will help provide information for the City to develop a Preferred Alternative and allow the preparation of the Final Plan & Code.

Exhibit 7. Coordinated Plan and EIS Phases



Public Engagement Toolbox

The following pages identify engagement tools specific to the Comprehensive Plan Update and SEPA environmental review process. The ways in which Plan and SEPA stages reinforce each other is illustrated in the graphic below.

Visioning

- **Interviews:** One-on-one interviews with stakeholder groups or agencies that serve diverse populations during the scoping process will help increase awareness of the planning process and inform ways to reach a broad and diverse group of residents. Six to eight phone/video interviews will be conducted. A drop in time at City hall could be set up if that attracts more participation.
- **Focus Groups:** These focus groups will be used to gain an in-depth understanding of issues, conditions, and trends in Burien. From this input the project team will prepare an inventory of issues and options to be explored in the Draft EIS and Plan update.
- **Community Vision Workshop:** Burien will host a workshop focusing on visioning for the next 20+ years and how Burien should change. Activities will examine the existing Vision statement and themes and ask participants what they like and do not like about it, and thinking ahead 20+ years, how should it change? The Vision Workshop will integrate discussions about community character, quality of life, housing goals, and employment objectives. The meeting will be supported with media and online tools (e.g., fact sheet, presentation, story map with map comments, survey). Interpreters and translators will support the scoping meeting and materials development (English, Spanish, Vietnamese, Amharic). This workshop could be hosted by the Advisory Committee, or a separate visioning workshop could be conducted with them. Other plan updates regarding transportation, parks, etc. would be part of the workshop, or if there are specific activities for them, their timing, questions, etc. would be clearly conveyed through the Shape Your City initiative.

EIS Engagement

The project team will support outreach during the EIS and Plan update development. This effort is arranged by the following subtasks to move the update forward.

Strategies and Scoping

During the comment period of the Draft EIS, engagement will focus on gathering input on the alternatives, the conclusions of the EIS, and on any feedback that can inform the development of a preferred alternative.

- **Comment Period:** 21 days minimum; consider expanding to 30+days to wrap around scoping activities such as the visioning effort.
- **Scoping Meeting/Co-Timed with Visioning:** The Vision workshop can serve as a public scoping meeting. See above.

Draft Plan and EIS

- **Comment Period:** Minimum 30 days.

- **Opportunities:** Plan sharing would include online tools (e.g., interactive map like Story Map) and in-person activities (e.g., open house). Interpreters and translators will support meetings and materials development (English and two other languages). A workshop with the Advisory Committee / Planning Commission is also anticipated to help develop a preferred plan.

Final EIS

- **Comment Period:** Not required.
- **Final EIS:** Responses to public comments on Draft EIS.

SEPA Ordinance

- **SEPA Ordinance/Planned Action:** A Planned Action community meeting requirement per RCW 43.21c.440 would be aligned with the scoping meeting or Draft Plan sharing efforts prior to hearings on the ordinance. A draft of the ordinance would be developed with the Draft Plan and EIS (see above).

Zoning Code Amendments: Urban Center, Middle Housing, Other

Draft zoning will be prepared and available for comment consistent with the Draft Plan and Draft EIS alternatives and based on a Preferred Alternative. The public hearing and legislative process will be part of the plan review process, but dedicated meetings are anticipated. See below.

Advisory Committee and Legislative Process

The City anticipates expanding the membership of the Planning Commission to become an Advisory Committee. This would allow the City to work with a core body that has the duty/function to conduct long-range planning and knowledge of operating rules and procedures, while also expanding diversity of perspectives on the Planning Commission (geography, age, race, businesses, other). It also could include a representative of other City commissions (Arts, Human Services, Parks, Business & Economic Development).

Following the Advisory Committee review process through the selection of a Preferred Alternative, the legislative process will be conducted by the Planning Commission alone and the City Council.

The base scope anticipates 12 advisory committee/planning commission/city council meetings. With the City's grants for Missing Middle Housing and Climate, as well as the Planning Grant, it is anticipated that additional meetings could be conducted (e.g., Missing Middle zoning proposals).

The project team will support City staff with preparation of memoranda and presentations for the Advisory Committee/Planning Commission and City Council work sessions and public hearings.

- Preparation of Materials
- Legislative meetings with presentations

Other Initiatives

The City has received grants or has other planning initiatives that feed into or benefit the Comprehensive Plan Update and EIS. Key initiatives are shared in the table below along with Major coordination opportunities. Primarily the Visioning activities in Fall 2022 can be co-timed.

Exhibit 8. Related Initiatives: Deliverables, Dates, and Coordination Opportunities

Initiative	Major Deliverables	Required Completion Date	Major Engagement Coordination Opportunities
Parks, Recreation, and Open Space Plan	New system plan addressing Parks vision, inventory, capital plan, funding, etc.	March 1, 2024, per State Recreation and Conservation Office Integration into Comprehensive Plan and Capital Facility Plan by December 2024	Fall 2023 Visioning Share with Advisory Committee (Integrate into Draft Comprehensive Plan; can be part of Draft Plan/EIS sharing.)
Transportation Master Plan	New system plan regarding multimodal transportation	Not required by itself but necessary for Comprehensive Plan & EIS due by December 2024 (e.g., transportation modeling)	Fall 2023 Visioning Share with Advisory Committee (Integrate into Draft Comprehensive Plan; can be part of Draft Plan/EIS sharing.)
Ambaum Boulevard Park Subarea Plan & Planned Action EIS	Plan & EIS	Draft: September/October 2022 Proposed Final: April 2023 Final: December 2024	Co-timed with Comprehensive Plan (Helps shape the citywide Comprehensive Plan & EIS scoping and visioning.)
Missing Middle Housing Grant and Climate Grant	Draft Evaluation, Policies, and Code	June 2023	Fall 2022 Visioning Spring 2023 Community Based Organizations and Community Engagement Share with Advisory Committee (Will fold into the fall 2023/Winter 2024 Draft EIS / Plan Sharing)

Metrics and Adaptation

Goals for participation at workshops or surveys, or views of web content or story map will be developed at each stage of the project. Following each phase, a debrief sharing results and persons reached and no reached can be discussed and future activities adapted for more participation.

Public Engagement Plan Implementation

The following table provides a schedule of anticipated engagement and milestones throughout the SEPA process and the Plan update. The schedule is approximate and subject to change.

Exhibit 9. Estimated Engagement Plan Schedule

Project Milestone	Project Outreach Milestone	Month Start	Month End	Roles and Notes
Shape Your City Launch	<ul style="list-style-type: none"> Dedicated web hub, messages, materials 	June 2022	August 2022	City Communications
Staff Workshop: Equity Metrics / Engagement	<ul style="list-style-type: none"> Develop objectives and metrics Consider guiding questions for outreach 	July 2022	August 2022	BERK to schedule and lead
Comprehensive Plan Update	<ul style="list-style-type: none"> Develop Profile 	July 2022	August 2022	Profile will support Plan and Shape Your City
Comprehensive Plan Update Engagement Plan	<ul style="list-style-type: none"> Develop Engagement Plan 	July 2022	August 2022	BERK develop draft Consider City's 2019-2023 Strategic Communications Plan Appendix C format
Materials	<ul style="list-style-type: none"> Web text 	June 2022	August 2022	BERK provided to City Communications
	<ul style="list-style-type: none"> Develop Engagement Tools/Materials 	August 2022	September 2022	Use Shape Your City theme but develop a recognizable format under the theme.
Planning Commission	<ul style="list-style-type: none"> Plan Introduction & Work Plan 	September 2022	September 2022 Update Fall 2023	City schedules, BERK attends
Advisory Committee (AC) Formation	<ul style="list-style-type: none"> Recruitment & Roles/Charter 	September 2022	October 2022	City and BERK
VISIONING	Comprehensive Plan, TMP, PROS	September 2022	November 2022	
	<ul style="list-style-type: none"> Interviews w Key Stakeholders or Focus Group (assist in recruiting AC) 	September 2022	October 2022	BERK and Makers
	<ul style="list-style-type: none"> Community Workshop with graphic facilitation 	October 2022	November 2022	Makers with graphic facilitation from Natalie Dupille

Project Milestone	Project Outreach Milestone	Month Start	Month End	Roles and Notes
	<ul style="list-style-type: none"> ▪ Survey & Story Map (full) Launch 	October 2022	November 2022	BERK
	<ul style="list-style-type: none"> ▪ Summary of Visioning Results 	November 2022	December 2022	Makers Interviews and Workshop Lead, BERK Story Map/Survey Lead
	<ul style="list-style-type: none"> ▪ AC #2 Meeting to Review Draft Vision & Alternatives for Study in EIS ▪ City Council Sharing 	December 2022	January 2023	BERK, Makers, City
DRAFT PLAN & CODE SHARING		September 2023	January 2024	
	<ul style="list-style-type: none"> ▪ AC and City Council briefings for Comp Plan, TMP, PROS, Grants as needed 	February 2023	August 2023	
	<ul style="list-style-type: none"> ▪ AC Workshops – suggested <ul style="list-style-type: none"> ○ Early Draft Missing Middle and Climate Policies/Code/Strategies 	March 2023	June 2023	Time based on grants
	<ul style="list-style-type: none"> ▪ Draft Plan for AC Review 	September 2023	September 2023	BERK/Team and City
	<ul style="list-style-type: none"> ▪ Issue Public Draft Plan and Notices 	December 2023	December 2023	BERK/Team and City
	<ul style="list-style-type: none"> ▪ Draft Plan Story Map or Survey 	December 2023	December 2023	BERK
	<ul style="list-style-type: none"> ▪ Open House, Shape Your City, Community Connectors 	December 2023	January 2024	BERK and City
	<ul style="list-style-type: none"> ▪ EIS Comment Period 	December 2023	January 2024	City initiatives (BERK notices)
	<ul style="list-style-type: none"> ▪ Preferred Alternative Workshop (AC Hosted) 	January 2024	January 2024	BERK, Makers, w graphic facilitation from Natalie Dupille
	<ul style="list-style-type: none"> ▪ AC Recommendations 	January 2024	January 2024	
LEGISLATIVE REVIEW				
	<ul style="list-style-type: none"> ▪ Preferred Alternative and Final EIS 	February 2024	June 2024	BERK, Makers, City

Project Milestone	Project Outreach Milestone	Month Start	Month End	Roles and Notes
	▪ Final Plan & Code Development			
	▪ Planning Commission	February 2024	July 2024	BERK, Makers, City
	▪ City Council	August 2024	December 2024	BERK, Makers, City (Can extend to December if needed)