COUNCIL AGENDA SYNOPSIS



| | Initials | | |
|--------------|-------------|----------------|----------------|
| Meeting Date | Prepared by | Mayor's review | Council review |
| 04/10/17 | MN | almic | DLR |
| | | | |
| | | | |
| | | | |

ITEM No.

3.B.

| | | | ITEM INFO | RMATION | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------|--------------------------|-------------|-------------|----------------------------------|
| | | STAFF SPO | NSOR: MIA NAVAR I | RO | ORIGIN | NAL AGENDA DATE: 04/10/17 |
| AGENDA ITEM T | TILE Pul | blic Safety P | lan Outreach to | Date, Summa | ary and Res | ults |
| | | | | | | |
| CATEGORY 🛚 | Discussion | Motion | Resolution [| Ordinance | Bid Awara | l Public Hearing Other |
| Mtg | Date 4/10/17 | Mtg Date | Mtg Date | Mtg Date | Mtg Date | Mtg Date Mtg Date |
| SPONSOR 0 | Council MM | yor $\square HR$ | DCD Finance | Fire 7 | TS P&R | Police PW Court |
| The City is engaging in a robust public outreach effort around the Public Safety Plan. As a part of this effort, the City held the first open house for the implementation of the Public Safety Plan on March 18, 2017, followed by two internal open houses for City staff, and concurrently with an online open house. The City is also using its various communications channels – website, TukTV, etc. – to continue to provide information and updates on implementation of the Plan. | | | | | | |
| REVIEWED BY | C.O.W. | | CDN Comm | Financ | ce Comm. | Public Safety Comm. |
| | Trans & | Infrastructure | Arts Comm. | ☐ Parks | Comm. | Planning Comm. |
| | DATE: | | | COMMITTE | EE CHAIR: | |
| RECOMME | NDATION | IS: | | | | |
| | SPONSOR | /ADMIN. Con | nmunications | | | |
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| EXPEND | ITURE REQUI | RED | Amount | BUDGETED | | Appropriation Required |
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| MTG. DATE | | | Α | TTACHME | ENTS | |
| 04/10/17 | | | | | | |
| Public Safety Plan Public Involvement Summary | | | | | | |
| Powerpoint Presentation | | | | | | |
| | | | | | | |
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| | | | | | | |



City of Tukwila

Allan Ekberg, Mayor

INFORMATIONAL MEMORANDUM

TO:

Committee of the Whole

FROM:

Mia Navarro, Community Engagement Manager

CC:

Mayor Ekberg

DATE:

April 5, 2017

SUBJECT:

Public Safety Plan Outreach to Date, Summary, and Results

ISSUE

The City is engaging in a robust public outreach effort around the Public Safety Plan. As a part of this effort, the City held the first open house for the implementation of the Public Safety Plan on March 18, 2017, followed by two internal open houses for City staff, and concurrently with an online open house. The City is also using its various communications channels – website, TukTV, etc. – to continue to provide information and updates on implementation of the Plan.

BACKGROUND

Envirolssues, a subcontractor to the City's Project Management consultant SOJ, prepared the attached summary.

RECOMMENDATION

Information Only.

ATTACHMENTS

PSP Public Involvement Summary – OH1 Committee of the Whole Presentation – PSP OH1



Public Involvement Summary

Open House Series 1—Public Safety Plan Kick-off

Overview and Goals

The initial in-person and online open house introduced the public to work that has been done on the Public Safety Plan since Tukwila voters approved the Public Safety Bond in November 2016. The kick-off open houses worked to help community members understand:

- The purpose, goals, and general timeline for the Public Safety Plan project
- How they could help guide and influence Public Safety Plan implementation

Key Audiences

- Tukwila residents
- Community organizations
- Tukwila businesses and employees
- Project sponsors
- Partner organizations
- Community connectors

Outreach Opportunities

An In-Person Public Open House was held on Saturday, March 18 from 10:00 AM – noon at Station 54 in Tukwila. The public open house had information on the Public Safety Plan available for attendees to review, and City staff and members of the project team were available to answer questions and engage with visitors. Breakfast and childcare were available. Attendees were encouraged to provide comments on how new facilities outlined in the Public Safety Plan could help to support their community.

Key statistics from the in-person open house:

- → The in-person open house was attended by approximately **65 community members** (excluding event volunteers)
- → Most attendees identified that they heard about the open house via the postcard (44%)
- → Open house attendees primarily lived in the 98168 (44%) or the 98188 (44%) ZIP Code

Two Internal Informational Events were held for City employees, one on Wednesday, March 22 from 7:30-9:30 AM at the Emergency Operations Center training room at Fire Station 51 and one on Friday, March 24 from 1:00-3:00 PM in the Tukwila Council Chambers. These internal events provided City employees with opportunities to learn more about the Public Safety Plan and upcoming work.

An Online Open House is also available to residents and stakeholders. The online open presents the same information as the in-person open house, and stakeholders could access the information and submit feedback on their own time. The deadline to participate was extended from March 31 to April 30.







Key statistics from the online open house as of 3/31/2017:

- → The online open house was attended by **70 unique users**
- → The average amount of time that each visitor spent visiting the site was 4 minutes 11 seconds
- → Most new online open house visitors (67%) came directly to the site
- → Most site referrals (11% of total visitors) came from the City of Tukwila website
- → Most visitors identified that they heard about the online open house via the postcard (27%)
- → Online open house attendees primarily lived in the 98188 (36%) or the 98168 (27%) ZIP Codes

The City of Tukwila also set up a **DEDICATED PROJECT EMAIL** (<u>PublicSafetyPlan@TukwilaWA.gov</u>) that community members could use to directly submit comments and questions.

Notification and Engagement Tools

A variety of notification and engagement tools were used to advertise the in-person and online open houses and inform Tukwila residents about the Public Safety Plan. These tools included:

| Tool | DETAIL |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PROJECT WEBSITE | Description: The project website (tukwilawa.gov/public-safety-plan) contained project updates, a link to the online open house, the project email address and information from the 2016 Public Safety Bond. |
| POSTCARD | Description: A postcard (see Appendix I) highlighting the date and location of the in-person open house and the access information for the online open house was mailed to all Tukwila households (approximately 10,000 addresses). Distribution date: Thursday, March 2 |
| POSTERS | Description: Posters were distributed to key community gathering locations such as coffee shops, grocery stores, libraries, and churches. The poster and a full list of distribution locations is included as Appendix II. Distribution date: Tuesday, March 7 |
| FLYER (KID MAIL) | Description: Flyers (see Appendix III) were distributed to students at Tukwila schools. Distribution date: Thursday, March 9 |
| TUKWILA REPORTER | Description: Notice of the event was published in the February and March editions of the Tukwila Reporter. |
| SOCIAL MEDIA | Description: The City posted information about the open house on both their Facebook and Twitter feeds. In addition, the City created a Facebook event for the open house. This event was boosted for the eight days in advance of the open house to provide it with additional visibility to Tukwila residents. |







| | Facebook and Twitter post dates: March 6, 15, 23 (narrated slideshow), and 31 (narrated slideshow) |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| EHAZELNUT | Description: The E-Hazelnut newsletter incorporated brief write-ups in both February 2017 and March 2017 encouraging Tukwila residents to attend the in-person open house and learn more about the Public Safety Plan. Distribution date: February 2017 and March 2017 newsletters |
| NARRATED SLIDESHOW | Description: A narrated slideshow of open house information boards was posted on the City's project website and shared via social media to share information and encourage web users to visit the online open house. A Spanish version of this narrated slideshow was also created. Posted on: Thursday, March 23 |
| COMMUNITY CALENDARS | Description: The St. Thomas Parish included information about the Public Safety Plan in-person open house within their community bulletin for the week of March 27. |

Overview of Feedback from In-Person and Online Open Houses

Participants who attended the project's in-person and online open houses were asked how new facilities could support their community. A summary of the feedback that they provided is highlighted below:

FIRE STATIONS—

- Include meeting rooms that community members could use
- Make the fire stations easier to find using signage so that kids and community members can visit
- Provide services such as community CPR and fire extinguisher trainings, as well as disaster prevention education programs

JUSTICE CENTER—

- Facilitate the work of community engagement and Neighborhood Watch programs by providing support and meeting space
- Provide additional clarification at future open houses on how holding facilities will be incorporated into the Justice Center, including detail on the maximum number of detainees and the maximum length of time they could remain at the Justice Center







Participants were also asked how close to or far from various community features they would like the new Justice Center to be located. In-person and online open house visitors provided the following input:

Major roadways and transit routes Schools Existing City buildings Local businesses Residential areas

| Close to | | Far from |
|----------|----------|----------|
| 23 | 2 | 1 |
| 2 | 9 | 17 |
| 2 | 16 | |
| 5 | 14 | 2 |
| 2 | 7 | 20 |
| least | → | most |

PUBLIC WORKS SHOP FACILITY—

Partner with local schools to provide trainings to students and residents

Color key:

• Incorporate a radio room

Overview of Feedback from Internal Informational Events

City employees who attended the project's internal informational events were asked how new facilities could support their community. A summary of the feedback that they provided is highlighted below:

FIRE STATIONS—

• No new comments.

JUSTICE CENTER—

- Provide additional clarification at future open houses on how holding facilities will be incorporated into the Justice Center, including detail on the maximum number of detainees and the maximum length of time they could remain at the Justice Center
- Publicly available conference rooms; adequate number and size of meeting rooms
- Major investments in technology
- Host events
- Training for youth
- Shuttles for kids and youth to the Tukwila Community Center

City employees were also asked how close to or far from various community features they would like the new Justice Center to be located. In-person and online open house visitors provided the following input:

Close to

Major roadways and transit routes
Schools
Existing City buildings
Local businesses
Residential areas

0 12 1 1 0 2 3 1 0 2 1 1 5 2 0 \rightarrow Color key: least most

Far from







PUBLIC WORKS SHOP FACILITY—

- More resources are needed for the Sign Shop
- Adequate parking
- Updated technology and communication facilities, including email and computer access, and related training
- Combine PW engineering staff with maintenance staff to have more efficient daily operation

Next Steps

All comments gathered from community members are being shared with the project team and City Council as they continue work associated with selecting sites and programming new facilities. The City will share a summary of comments with the community in summer 2017.







Table of Appendices

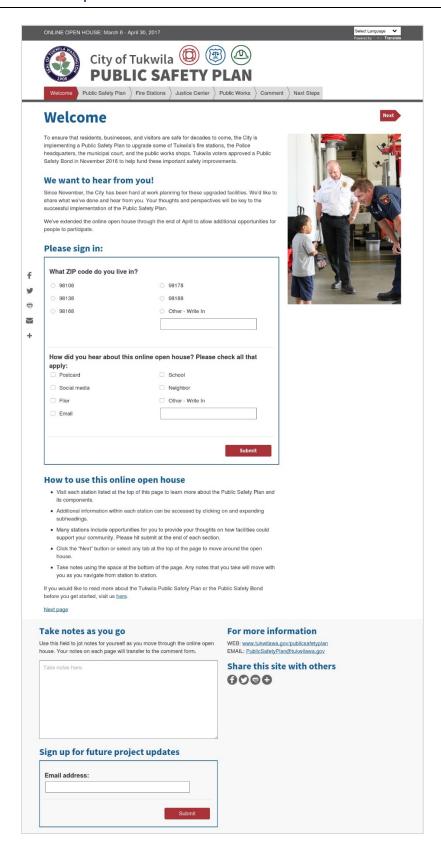
| Appendix I: Online Open House Stations | 7 |
|----------------------------------------|----|
| Appendix II: Postcard | 14 |
| Appendix III: Poster | 15 |
| Appendix IV: Flyer | 17 |
| Appendix V: Social Media Posts | 18 |







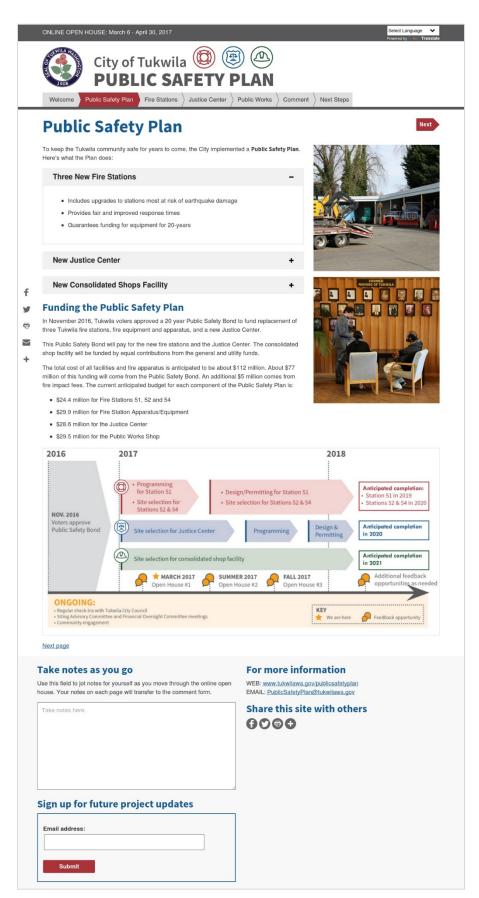
Appendix I: Online Open House Stations







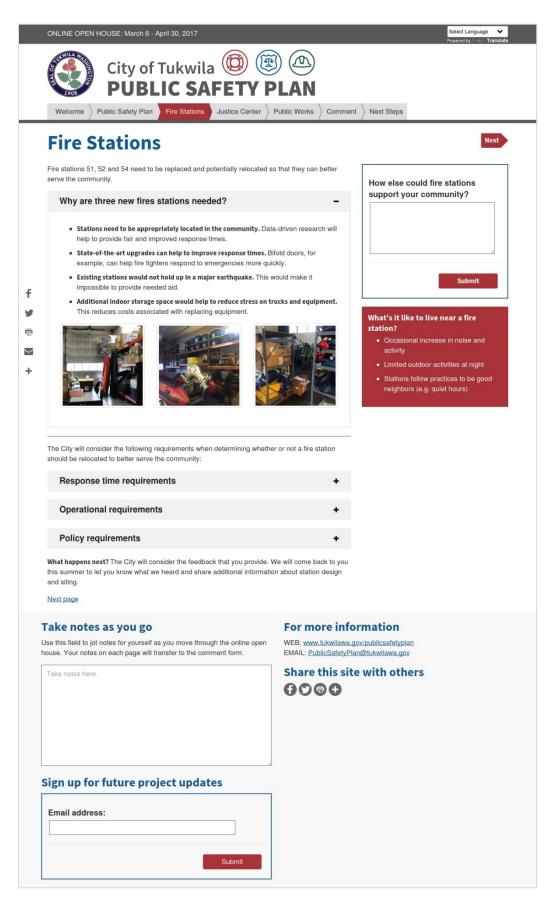








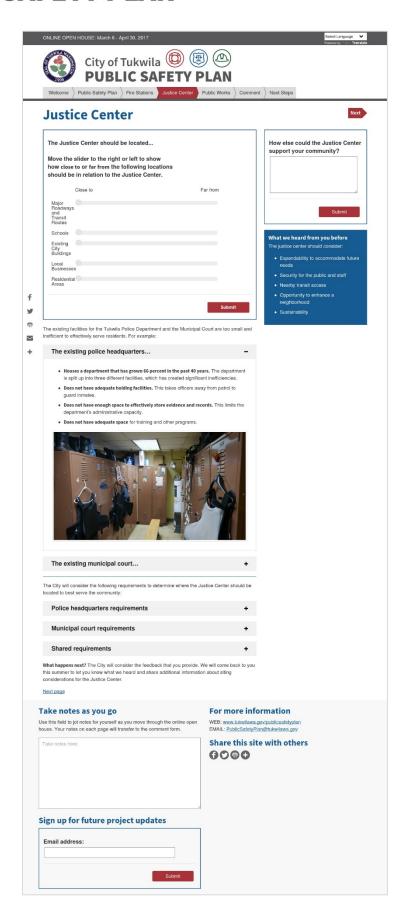








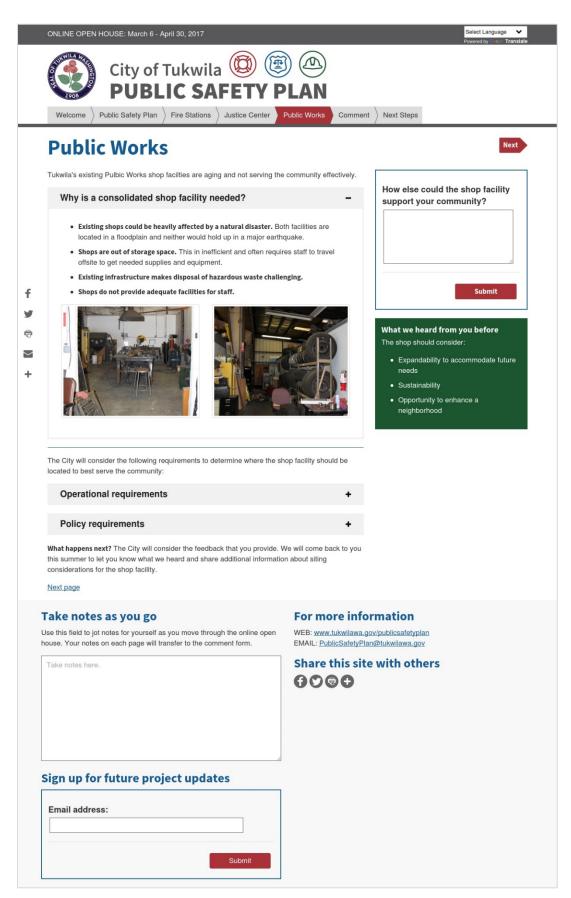








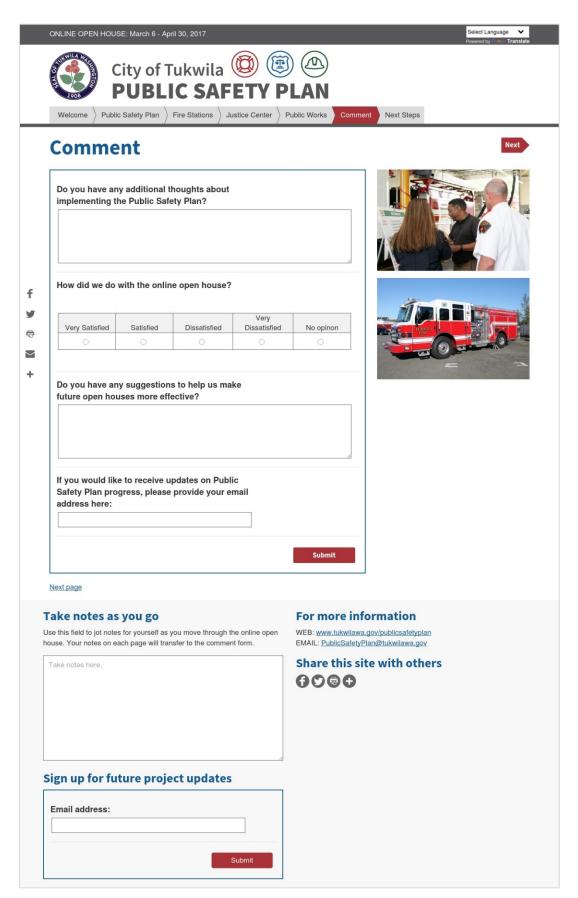


























Appendix II: Postcard



Residents recently approved a Public Safety Bond to ensure a safer Tukwila for generations to come. The bond pays for vital updates to safety facilities and equipment, organized under the Public Safety Plan.

WE'VE BEEN HARD AT WORK. Now we want to share our efforts and hear from you!

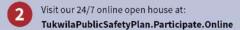
Ways to learn about the Public Safety Plan and provide input:

Come to our in-person open house:

Saturday, March 18 from 10:00 a.m. to noon

Tukwila Fire Station 54, 4237 S 144th St, Tukwila, WA 98168

- FREE pancake breakfast
- · Parking available across the street at Foster High School
- · Child care provided



Ouestions?

Please contact us at 206-454-7566 or PublicSafetyPlan@TukwilaWA.gov.





City of Tukwila 6200 Southcenter Blvd. Tukwila, WA 98188

JOIN US FOR AN OPEN HOUSE

Saturday, March 18 from 10:00 a.m. to noon

Tukwila Fire Station 54, 4237 S 144th St, Tukwila, WA 98168

- · Free pancake breakfast
- Parking available across the street at Foster High School
- · Child care provided

JOIN US TO:

- · Learn about safety improvements
- · Enjoy breakfast and kid-friendly activities
- Share your thoughts
- Tour Fire Station 54

Esta informacion es muy importante sobre su comunidad. Por favor pida a alguien que se lo tradusca a usted.

Tani waa macluumaad muhiim ah oo ku saabsan beeshaada, fadlan codso caawinaada turjumidda.

Đây là tin quan trọng về cộng đồng của quý vị, quý vị hãy yêu cấu trợ giúp phiên dịch. ၄င်းသည် သင့်ကန်မနတီအတက် အရေးပသည့် အစက်အလက်မားဖစ်နေသောကောင့် ဘာသာပန်အကူအညီကို ကေးဇူးပ၍ တောင်းဆိုပ။

तपाईंको समुदायको निम्ति यो मत्त्वपूर्ण जानकारी हो, कृपया अनुवादको सहायताको लागि भन्नुहोस् । PRSRT STD U.S. POSTAGE **PAID** SEATTLE, WA PERMIT NO. 12698







Appendix III: Poster





JOIN US FOR AN OPEN HOUSE!

- · Learn about safety improvements
- · Enjoy breakfast and kid-friendly activities
- · Share your thoughts

Saturday, March 18 from 10:00 a.m. to noon

Tukwila Fire Station 54, 4237 S 144th St, Tukwila, WA 98168

- · FREE pancake breakfast
- · Parking available across the street at Foster High School
- · Child care provided

Can't make it to the open house? Join us online!

TukwilaPublicSafetyPlan.Participate.Online

Questions? Contact us!

➤ PublicSafetyPlan@TukwilaWA.gov

206-454-7566

Esta información es muy importante sobre ၎င်းသည် သင့်ကန်ပနတီအတက် အစရာပသည့် su comunidad. Por favor pida a alguien que se lo tradusca a usted.

Tani waa macluumaad muhiim ah oo ku saabsan beeshaada, fadlan codso caawinaada turjumidda.

Đây là tin quan trọng về cộng đồng của quý vị, quý vị hãy yêu cấu trợ giúp phiên dịch.

အဓက်အလက်မားဗစ်နေသောကောင့် ဘာသာပန်အကူအညီကို ကေးဇူးပ၍ တောင်းဆိုပ။

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Residents recently approved a Public Safety Bond to ensure a safer Tukwila for generations to come. The bond pays for vital updates to safety facilities and equipment, organized under the Public Safety Plan.









Posters were distributed on Tuesday, March 7 to the following locations:

| Location | Address |
|---------------------------------------------|---------------------------------------------------|
| Bartell Drugs | 14277 Pacific Highway S Tukwila, WA 98168 |
| Foster Golf Links | 13500 Interurban Ave S Tukwila, WA 98168 |
| Foster Library | 4060 S 144 th St Tukwila, WA 98168 |
| Pacific Laundromat | 14227 Tukwila Intl Blvd, Tukwila, WA 98168 |
| Riverton Methodist Church/Tukwila Pantry | 3118 S 140 th St Tukwila, WA 98168 |
| Safeway | 4011 S 164 th St SeaTac, WA 98188 |
| Starbucks | 13038 Interurban Ave S Tukwila, WA 98168 |
| Starbucks | 17480 Southcenter Pkwy |
| Starbucks | 333 Strander Blvd Tukwila, WA 98188 |
| St. Thomas Parish | 4415 S 104 th St Tukwila, WA 98168 |
| Tukwila Community Center | 12424 42 nd Ave S Tukwila, WA 98168 |











JOIN US FOR AN OPEN HOUSE!

Residents recently approved a Public Safety Bond to ensure a safer Tulwwila for generations to come. The bond pays for vital updates to safety facilities and equipment, organized under the Public Safety Plan.

Saturday, March 18 from 10:00 a.m. to noon

Tukwila Fire Station 54, 4237 S 144th St, Tukwila, WA 98168

- FREE pancake breakfast
- Parking available across the street at Foster High School
 - Child care provided

- · Learn about safety
- improvements
 Tour Fire Station 54
- Enjoy breakfast and kid-friendly activities Share your thoughts



City of Tukwila (1) (1) (2) PUBLIC SAFETY PLAN

CAN'T MAKE IT TO THE OPEN HOUSE? JOIN US ONLINE!

TukwilaPublicSafetyPlan.Participate.Online

QUESTIONS? CONTACT US!

▼ PublicSafetyPlan@TukwilaWAgov



206-454-7566

၄င်းသည် သင့်ကန်မနတီအတက် အရေးပသည့် အခက်အလက်မားဖဝ်နေသောကောင့် ဘာသာပန်အကူအညီကို ကေးဇူးပရွှိ တောင်းဆိုပ။

तपाईको समुदायको निम्ति यो मत्त्वपूर्ण जानकारी हो, कृपया अनुवादको सहायताको लागि भन्नुहोस्।









Appendix V: Social Media Posts

February 28, 2017











March 6, 2017











March 15, 2017



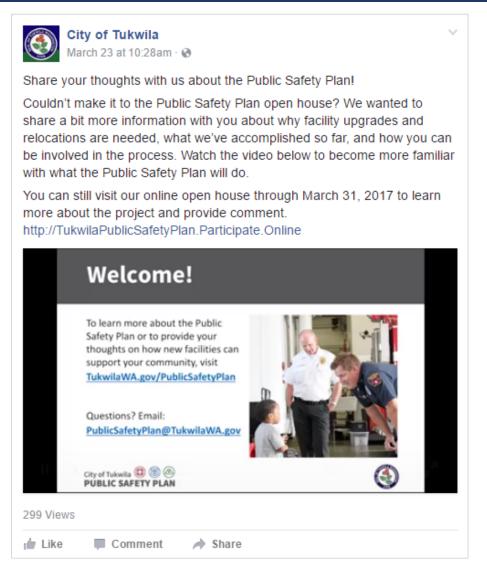








March 23, 2017



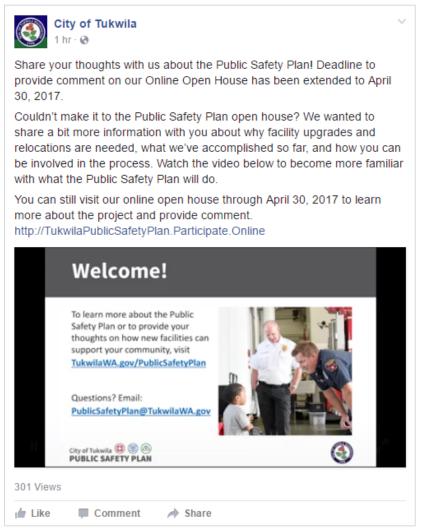








March 31, 2017







Public Involvement Summary

Open House Series 1—Public Safety Plan Kick-off







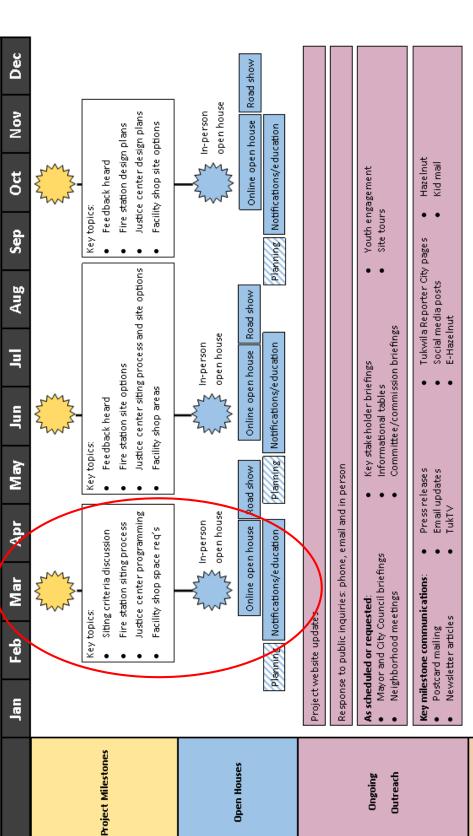




2017

50





Connector outreach

Community Connectors TIB Design Charrette

Related Events

Feb. 23-25









Overview and Goals

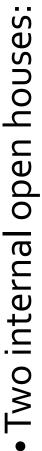
We wanted to help community members understand:

The purpose, goals and general timeline of the PSP

 How they could help guide and influence PSP implementation





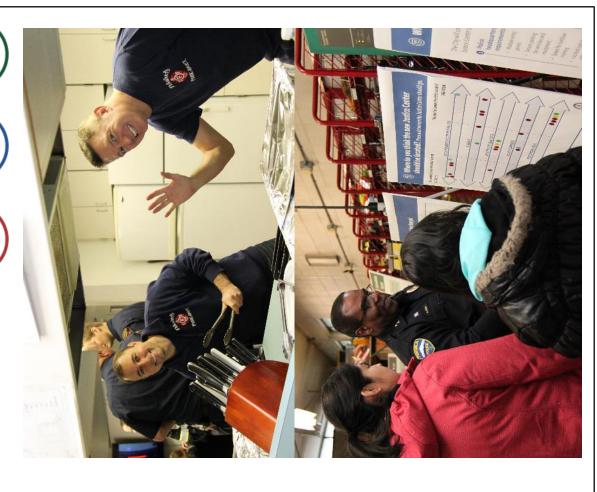


• Weds, 3/22, 7:30-9:30 am, Station 51

Fri, 3/24, 1-3 pm, Court/Council Chambers

Online open house

 Dedicated e-mail address: publicsafetyplan(atukwilawa.go)











Key Statistics from the Online Open House

- 70 unique users
- On average, each visitor spent 4 min. and 11 sec.
- Most (67%) came directly to the site
- 11% navigated from the City website
- Most visitors heard about the OOH via postcard (27%)
- •36% live in **98188**, and **27**% live in **98168**

Notification and Engagement Tools









- Project Website: www.tukwilawa.gov/public-safety-plan
- City Website Calendar
- Postcard: went to over 10,000 addresses on 3/2
- Posters: went to key gathering locations on 3/7
- Kid Mail: went home with elementary school kids on 3/9
- Tukwila Reporter: published in February and March
- Social Media: FB event, and multiple FB and Twitter
- Ehazelnut: February and March
- Narrated Slideshow: English version 3/23, Spanish TBA
- Community Calendars: St. Thomas Parish







City of Tukwila (1) (1) (2) (2) PUBLIC SAFETY PLAN

OPEN HOUSE!

JOIN US FOR AN

open house? Join us online!

Questions? Contact us!

- Enjoy breakfast and kid-friendly activities
- from 10:00 a.m. to noon Saturday, March 18 Share your thoughts
- Tukwila Fire Station 54, 4237 S 144th St, Tukwila, WA 98168 FREE pancake breakfast
 - Parking available across the street at

to safety facilities and equipment, organized under the Public















Include meeting rooms that community members could use

 Make the fire stations easier to find using signage so that kids and community members can visit • Provide services such as community CPR and fire extinguisher trainings, as well as disaster prevention education programs

JUSTICE CENTER—

 Facilitate the work of community engagement and Neighborhood Watch programs by providing support and meeting space

 Provide additional clarification at future open houses on how holding facilities will be detainees and the maximum length of time tȟey could remain at the Justice Center incorporated into the Justice Center, including detail on the maximum number of

PUBLIC WORKS SHOP FACILITY—

Partner with local schools to provide trainings to students and residents

Incorporate a radio room

Overview of Feedback from Staff











No new comments.

JUSTICE CENTER—

- Provide additional clarification at future open houses on how holding facilities will be incorporated into the Justice Center, including detail on the maximum number of detainees and the maximum length of time they could remain at the Justice Center
- Publicly available conference rooms; adequate number and size of meeting rooms
- Major investments in technology
- Host events
- Training for youth
- Shuttles for kids and youth to the Tukwila Community Center

PUBLIC WORKS SHOP FACILITY—

- More resources are needed for the Sign Shop
- Adequate parking
- Updated technology and communication facilities, including email and computer access, and related
- Combine PW engineering staff with maintenance staff to have more efficient daily operation

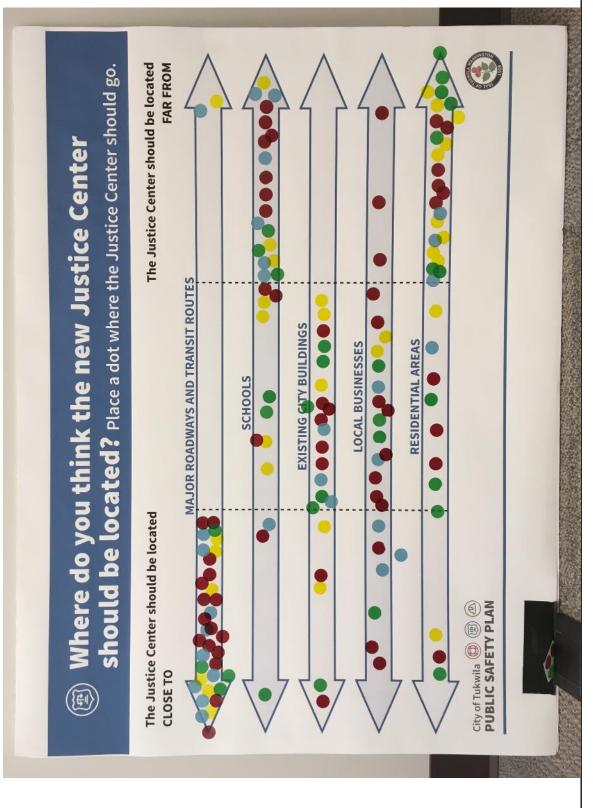
Justice Center Placement

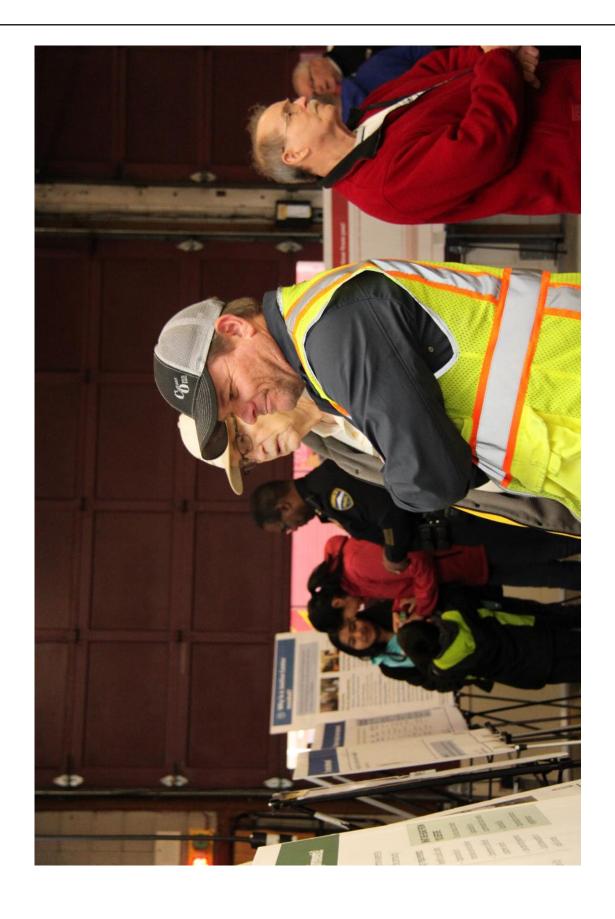












Questions?