



City of Algona

Housing Action Plan: Public Outreach

November 28, 2022

Topics

- **Public Engagement**
- Purpose
- Existing Scope & Strategy
- Options for Additional Efforts
- Brainstorming Session
- Next Steps



Purpose

- **Examine** Existing Scope
- **Consider** Options
- **Decide** on Next Steps



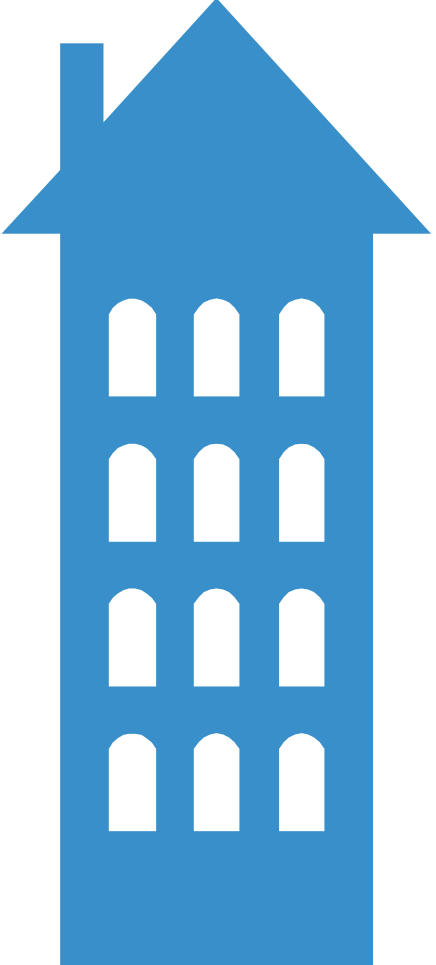


Exhibit 1. Relationship between your HAP and Comprehensive Plan



Existing Scope



Action 2: Step 2.1

- **Develop** a community engagement plan
- **Identify** stakeholder groups to include in outreach
- **Perform** stakeholder survey to gauge barriers to affordable and market-rate housing
- **Prepare** community survey to identify demands for housing types among current population



Action 2: Step 2.1

- **Provide** a list of stakeholders as identified by the City
- **Host** an open house event
- **Help** distribute survey



Existing Scope: Action Matrix

Engagement Tool	City Staff Responsibilities	Blueline Responsibilities
Project Webpage	<ul style="list-style-type: none"> - Host and maintain the website - Post official notices - Post project status updates (optional) 	<ul style="list-style-type: none"> - Prepare the majority of website text content in regard to HAP engagement (i.e., description of project purpose; link to the community survey; draft documents; project schedule, FAQ). A survey link will also be prepared and provided to the city
Community Survey	<ul style="list-style-type: none"> - Distribute survey link (i.e., post to project webpage; post across social media channels and other means typically used by city) - Answer questions about survey 	<ul style="list-style-type: none"> - Create survey - Prepare glossary of definitions for words in survey and provide to City as tool to answer questions - Gather and analyze survey results
Stakeholder Groups	<ul style="list-style-type: none"> - Select members of Community Stakeholders group - Serve as liaison between groups and Blueline, including communicating purpose of groups and discussion to stakeholder groups and coordinating a time and place for meetings to be held - Coordinate any follow-up meetings 	<ul style="list-style-type: none"> - Prepare materials for meetings - Facilitate meetings and discussions - Gather and analyze results
City Council/Planning Commission Meetings	<ul style="list-style-type: none"> - Staff Planning Commission/City Council meetings when Blueline presents - Provide updates to Planning Commission/City Council through memorandums, presentations, and other methods throughout the Housing Action Plan process (as desired) 	<ul style="list-style-type: none"> - Present the Housing Needs Assessment to Planning Commission - Present the draft HAP to Planning Commission at public hearing (can attend one additional PC meeting if needed) - Present the draft HAP to City Council once it has been recommended by PC (can attend one additional CC meeting if needed)
Official Notices	<ul style="list-style-type: none"> - Publish official notices for comment periods and public hearings as required by SEPA and the municipal code 	<ul style="list-style-type: none"> - Help City prepare notices
Miscellaneous	<ul style="list-style-type: none"> - Serve as main contact for project - Maintain an interested parties list to provide electronic notification of public meetings and project milestones (optional) 	<ul style="list-style-type: none"> - Prepare rules of engagement - Prepare glossary of definitions for survey - Summarize public engagement results in Public Engagement Summary document that will serve as a grant deliverable and will be in the appendix of the HAP - Incorporate engagement results into HAP; attempt to show connections between what was heard and what strategies and actions were selected



Existing Scope: Schedule

Public Engagement Schedule

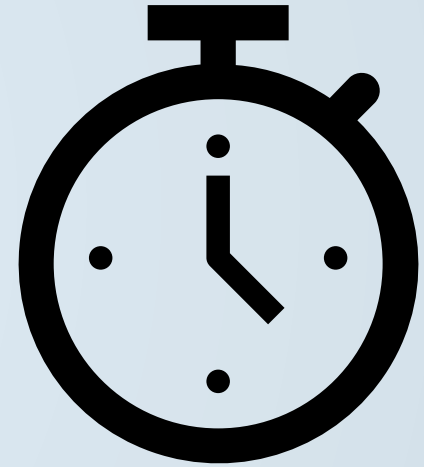
Description	Start Date	End Date
Project Initiation	Feb 2022	
Planning Commission check-in – Housing Needs Assessment	June 2022	June 2022
Publish and maintain project webpage on City website	July 2022	June 2023
Community Stakeholders Committee Selection	July 2022	August 2022
Community Survey	July 2022	August 2022
Community Stakeholders Meeting #1	August 2022	August 2022
Community Stakeholders Meeting #2	Sept 2022	Sept 2022
Planning Commission Presentation/Public Hearing	Jan 2023	Feb 2023
City Council Presentation/Final HAP Adoption	March 2023	June 2023



Time Remaining

12 Weeks

January – March



Public Engagement: Options



Step 3
Involve



Step 4
Collaborate



Step 1
Inform



Step 2
Consult



Public Engagement: Step 1



INFORM

- Partner with community organizers
- Regularly post on City's social media channels and community apps such as Next Door.
- Create and distribute flyers translated into the most common languages spoken in the City.
- Press Release

Public Engagement: Step 2



CONSULT

- Consult with teachers
- Consult with first responders
- Consult with health care professionals
- Provide numerous and accessible ways for people to communicate and share information.

Housing Action Plan: Step 3



INVOLVE

- Engage people beyond a conversation
- Foster ideas
- Provide options for involvement
- Gather stories, photos and videos

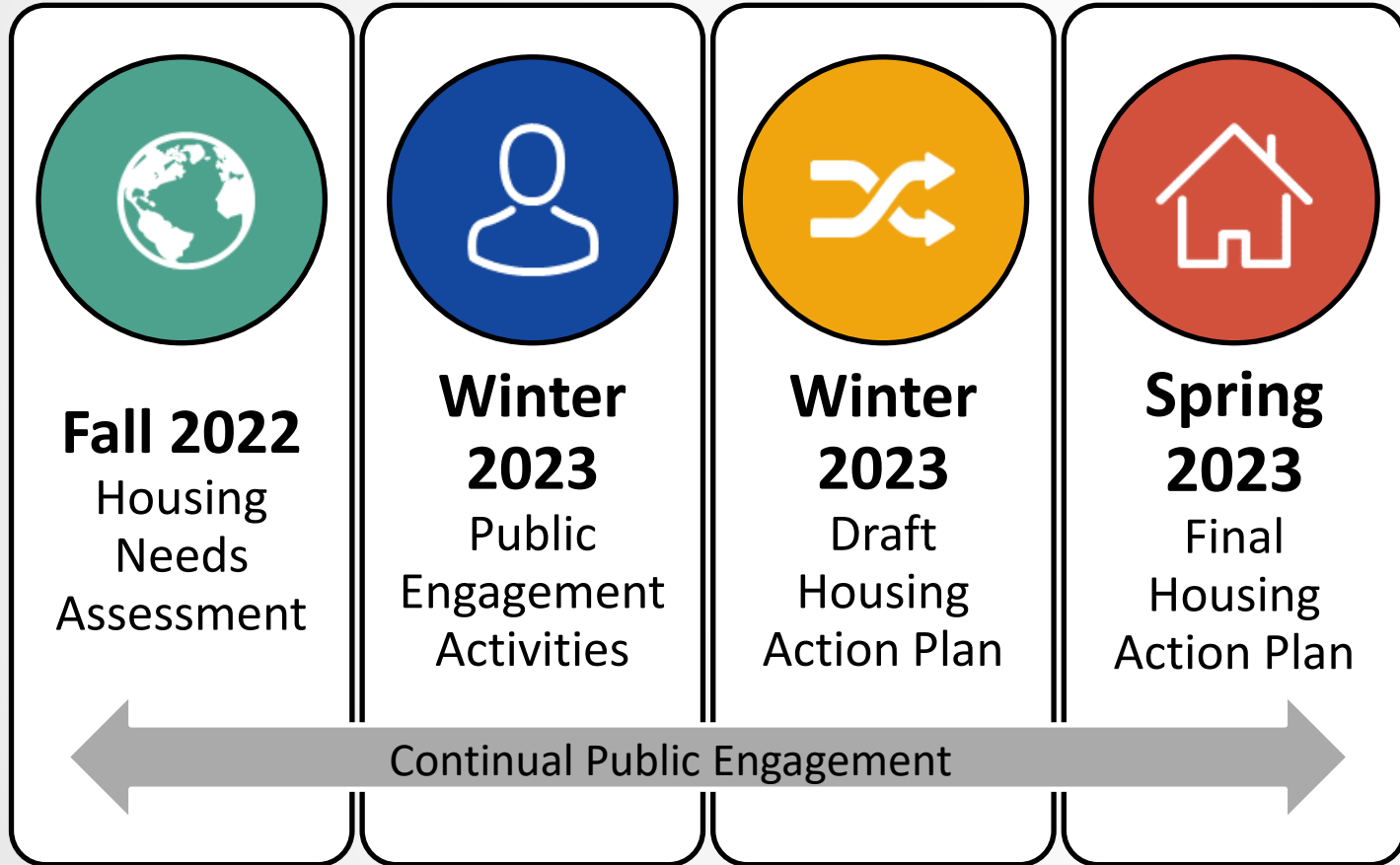
Housing Action Plan: **Step 4**



COLLABORATE

- Engage in brainstorming sessions with community both formal and informal
- Work with storytellers
- Include participants in revision of public engagement summary

Timeline



State Deadline
June 30, 2023



Time to Brainstorm!

