

Attachment B

Affordable Housing Strategy Plan

Public Engagement Plan

I. INTRODUCTION

The affordable housing strategy plan will establish an approach to promote affordable housing opportunities throughout the city at a range of affordability levels. Public engagement will build on prior public input received at the policy level, using the Comprehensive Plan and Economic Development Plan as the policy foundation for developing effective action strategies. Public engagement will concentrate on obtaining broad and quality input to shape the recommended action strategies for Council consideration.

II. OBJECTIVES

Public outreach is a key component of the Project, and is designed to achieve the following objectives:

1. Foster broad public engagement throughout the shaping of the AHSP.
2. Provide robust opportunities for public engagement including use of social media, online surveys, Planning and Human Services Commissions study sessions, one-on-one interviews, panels and workshops.
3. Identify a focused set of affordable housing strategies that build on tools already in place (MFTE, BelRed TOD, BelRed FAR incentives, etc.)
4. Include input from those impacted by specific strategies.
5. Parallel ARCH consortium-wide outreach provides options for new funding strategies, and update of ARCH Housing Trust Fund goals.

III. INTEREST GROUPS

Targeted outreach will be conducted to groups that reflect a cross-section of community interests. Some have already engaged in the project but all would be made aware of the project and encouraged to participate. It is also important to engage these groups early in the project and keep them involved throughout. The list of potential groups includes:

- Low-income and vulnerable persons seeking affordable housing
- Affordable housing advocates
- Market and non-profit housing developers
- Local employers and business groups
- Financiers: private and other public funders
- Neighborhood leaders group
- City employees who work in areas with overlap (Human Services, Economic Development, Diversity, etc.)

IV. COMMUNICATION TOOLS

The following types of tools will be used to provide for two-way communication and engagement

- 1) Presentation material on affordable housing needs within the community
- 2) Project website and social media; on-line survey
- 3) Neighborhood media e.g. Next Door, neighborhood newsletters

- 4) Educational workshop; on-line and small group meetings
- 5) News articles and press releases, including *Its Your City*
- 6) Informational display(s) (City Hall, Crossroads City Hall)
- 7) Electronic communications, e-mail subscriber list

V. OUTREACH STAGES

The public engagement process is designed to provide focused public feedback during each of the major project stages, as set forth below. A key feedback point is when the broad set of potential new tools has been narrowed into a list of what may be the most promising strategies for Bellevue.

STAGE	FOCUS	OUTREACH TOOLS
Project Launch	<ul style="list-style-type: none"> Community Needs assessment Identify stakeholders, interest groups Receive initial community comments and concerns 	<ul style="list-style-type: none"> Presentation on affordable housing needs Project website Community survey Panel discussion launch event
ID preliminary strategy set	<ul style="list-style-type: none"> Identify broad range of proven strategies, tools, and best practices. Is the strategy list complete? 	<ul style="list-style-type: none"> ARCH consortium-wide input Neighborhood and social media CAC meetings/public comment opportunity
Narrowed list of most effective strategies— <u>key feedback stage</u>	<ul style="list-style-type: none"> Are these the most effective strategies? Are tools appropriate for Bellevue? How to implement them the right way? 	<ul style="list-style-type: none"> Educational Workshops Planning Commission, Human Services Commission Updates News articles in It's Your City, and social media posts – for public feedback Online and small group meetings and focus groups--with stakeholders and interest groups CAC meetings/public comment opportunity
Preliminary report	<ul style="list-style-type: none"> Feedback on overall affordable housing strategy plan 	<ul style="list-style-type: none"> Neighborhood and social media posts Project website