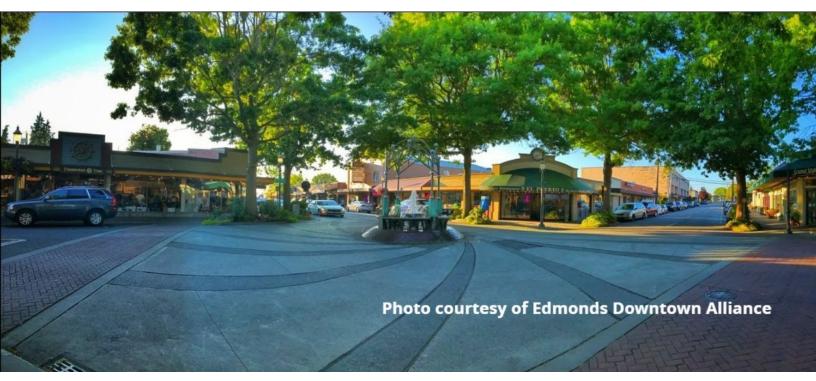
Attachment A



COMMUNITY ENGAGEMENT STRATEGY

Edmonds, WA Tree Code Amendment Project 2023





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INTRODUCTION

Edmonds' tree code, Chapter 23.10 ECDC was adopted in 2021 to primarily protect trees with development and to achieve Urban Forestry Management Plan Goal 1A. It was recognized that limitations on property owner tree removals could be considered at a future date. The scope of the 2022-2023 Tree Code Amendment Project ("project") is to consider limitations to property owner tree removals and to further clarify and simplify the existing development-related code with minor code changes. This Community Engagement Strategy ("Strategy") ensures that the project team has a clear understanding of purpose, target audiences, strategies, messaging, and deliverables related to the project.

Purpose

The purpose of this Strategy is to ensure the 2022-2023 tree code amendment process aligns with the City's Equitable Engagement Framework in identifying the community's preferred solutions for property owner tree removals in Edmonds. This Strategy ensures the community has full access to information and opportunities to propose ideas for collective solutions related to private property tree removal in Edmonds. The resulting community input will support City board and council decision-making by providing a thorough understanding of how those decisions might impact the public.

The Role of Community in Tree Code Updates

Greater community involvement, partnerships with stakeholders and actively listening to participants representing diverse perspectives are key to community-driven decision-making. When community members, developers, business owners, landscapers, utilities, and tree care professionals participate in drafting tree regulations, the resulting codes reflect the broader community's goals and vision for a healthy, sustainable urban forest. In turn, a sustainable community forest increases the quality of life by contributing maximum health, environmental, social, and economic benefits.



Education & Outreach Objectives

- Gather input and feedback from the community members of Edmonds.
- □ Conduct effective outreach to all neighborhoods and demographics.
- □ Provide project-related public education to all neighborhoods and demographics.
- □ Provide frequent updates to the community on progress.
- Find common ground and shared goals among stakeholders.
- □ Strengthen partnerships and leverage resources to achieve common goals.
- □ Be transparent about the planning process and proposed outcomes.
- □ Draft an ordinance developed and supported by the community.
- Establish a framework for continued outreach and engagement with the public beyond the project period.

PROCESS OVERVIEW

The engagement process includes a variety of strategies to accomplish the project objectives, reach various target audiences, and align with the City of Edmonds' Equitable Engagement Framework model for determining levels of public engagement during a project. The approach for each engagement strategy is explained in each section of the Strategy document, including a description of the tasks, timelines, partners, audiences, and deliverables.



Adaptive Approach

As outreach and engagement efforts unfold, the Project Team will continuously evaluate outcomes. If an engagement session is not showing successful results, they will be adjusted for improvement. By performing regular check-ins, specific strategies that are causing issues can be identified. Project Team check-ins will analyze whether the session is reaching the intended demographics, if the data being produced is actionable, and if there are high levels of engagement. Periodic evaluations will ensure the best outcomes. Evaluations will consist of:

- Monitoring traffic on the City website (if possible)
- ☑ Monitoring traffic to public survey
- ☑ Analysis of geographic and demographic representation at meetings
- ☑ Analysis of geographic and demographic representation of survey results
- ☑ Review of open comments in meetings
- ☑ Other ongoing efforts and initiatives
- ☑ Other means of feedback received
- ☑ Other?

Project Team & Roles

The "Project Team" consists of PlanIT Geo consultants ("Consultant/Consulting Team") and staff from the City of Edmonds Planning Division and other supporting departments as needed. The primary team members responsible for creating and implementing the Community Engagement Strategy are identified below with roles and

Deb Powers, Urban Forest Planner

Deb will provide guidance and direction on engagement strategies, timelines, and methods that are pivotal to the success of the project. Deb will coordinate with additional City staff, the Planning Board, City Council and Tree Board as needed.

Chris Peiffer (Project Manager), PlanIT Geo, Urban Forestry Consulting Services Director

As the Project Manager, Chris is involved with the development of engagement strategies, methods, and timing.

Alex Hancock, PlanIT Geo, Urban Forestry Climate Consultant

Alex provided the Strategy outline and will support the development of education and engagement sessions, materials, and messaging. Alex will be the primary staff from PlanIT Geo for public education and engagement, with guidance from City staff and community partners. Alex will analyze the findings from these sessions to inform tree code amendments. Alex will lead the communications and coordination between PlanIT Geo and City staff.

Michael Martini, PlanIT Geo, Urban Forestry Consultant

Mike will assist in the design and delivery of materials with special attention to branding and messaging themes of the project.

ENGAGEMENT STRATEGIES

The following sections outline the objectives, tasks, project schedule and deliverables outlined in the final Scope of Work for this 2023 Community Engagement Strategy.

Document Review & Discovery

The consultant will develop a Document Index and Discovery Matrix consisting of relevant codes, plans, policies and other related documents for review and analysis with a summary of findings applicable to public engagement. Although the Matrix is a comprehensive list, not all documents and codes will be applicable to public engagement related to the tree code update project; however the primary relevant codes and documents include:

- Edmonds Equitable Engagement Framework
- Edmonds Community Development Code (ECDC) Chapters 23.10 (existing tree code) 23.40 (tree removal in critical areas) and 20.75.048 (tree retention with short plats and subdivision development).
- Urban Forest Management Plan
- Edmonds Tree Canopy Assessment
- Edmonds Climate Action Plan

Public Survey

A public survey will be developed with questions that will gauge the community's sentiment on regulating tree removal on private property. The survey will be accessible from the project webpage, will remain open for at least 60 days and be advertised in social media posts and news releases. Preliminary results of the survey will be available for the second community conversation meeting, stakeholder meetings and Planning Board meetings.

Community Conversation Meetings

Two public meetings will be held (hybrid) to gather public input prior to a final presentation to the Planning Board for recommendations to the City Council for amendments to the tree code. The Consulting Team proposes the interactive and intuitive webinar platform, Zoom. Meetings will be recorded, and a draft and final agenda will be prepared at least one month in advance. The Project Team will work with community partners to announce and encourage participation from the diverse population. The meetings will strengthen the urban forest vision, discuss priority planting areas and strategies, and increase long-term commitments to stewardship.

- 1. The first public meeting (hybrid) will be held to inform residents of the tree code update purpose, approach, and opportunities to engage. An announcement of the meetings will be provided at least one month in advance and shared on the City website and other platforms.
- 2. The second public meeting (hybrid) will be informed by the previous public meeting, the survey results from City staff and stakeholder groups including the Edmonds Citizen's Tree Board, data analyses, and other key findings from planning tasks.

Stakeholder Meetings

Four facilitated hybrid stakeholder meetings will be held to 1) understand how trees are currently regulated in Edmonds and 2) develop partnerships with advisory boards and community groups that can provide input on alternatives and identify preferred solutions related to tree code amendment decisions. Under the guidance provided in the "Collaborative" Level of Engagement per the Equitable Engagement Framework, these groups have been identified to provide advice and innovation in creating solutions so that decision-makers (Planning Board, City Council) may incorporate their advice and recommendations into the decisions to the maximum extent possible.

City Webpage Content

The project-related website content will be updated to inform the public on the purpose, process and importance of updating the code. The content will introduce residents to the importance of trees and their benefits and that enhancing tree protection can combat climate change, strengthen community resilience and public health and address issues identified in the canopy assessment. The project webpage will also link to the community survey, publish upcoming events and meetings.

Social Media Campaigns

The Consulting Team will work with City staff and any community partners for messaging, format, timing, and delivery of media messaging at key project intervals. The Consulting Team may provide suggested content for the City and its partners to launch social media campaigns upon request. When possible, it is helpful to align tree code amendment social media campaigns with existing partner networks and other City Department social media accounts.

Engagement Analysis

Findings from all engagement sessions will be summarized and analyzed to inform the development of the Tree Code Amendment Project. The summary will be provided to the City for review and a final version of the summary will be shared with the City and partners to utilize in their messaging going forward. The outcomes of the engagement efforts and analysis of results will be useful in guiding the City and its partners in future public engagement beyond the TCAP planning period.

Reporting

Once an engagement session has concluded, the feedback data will be analyzed. This analysis process is incredibly important to identify common themes and perspectives, which will inform tree code amendments moving forward.

Inevitably, there will be a comment or statement that encapsulates public sentiment regarding a topic, and it is crucial to be able to attribute powerful quotes to individuals. When presenting findings to decision-makers, powerful quotes or ideas from specific community stakeholders can be impactful to display community sentiment in an easy-to-understand way.

Reporting results to the community is essential. "Closing the loop" encourages future participation in other sessions and builds trust within the community. The community report is an opportunity to tell a community what was heard, what is going to be done in the short- and long-term, and why. The report to decision-makers will provide an overview of how the engagement process will be utilized in developing the amended tree code, key concerns identified, and unique opportunities for partnerships to achieve a shared vision.

Once feedback is fully analyzed and reported back to stakeholders, the whole process will be evaluated. This step will identify the effectiveness of engagement sessions and areas for improvement. Information gathered during this step will inform future outreach and engagement after the project is completed to be led by the City. The City will be able to use this knowledge to improve new projects and associated engagement plans to be more beneficial to the City and community.

Task	Кеу	Deliverable		Public Pres	sentation	Team	Meeting		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
A) Project Management									
Initial Planning									
Project Kickoff (hybrid)									
Task Tracker									
Biweekly Updates (remote)									
B) Existing Code & Document									
Reviews									
Document Gathering & Acquisition									
Document Index & Discovery Matrix									
Review of ECDC 23.10, Edmonds									
Equitable Engagement Framework, UFMP, UTC, & Related									
Request for Information									
Draft Summary									
Review Meeting (remote)									
Final Summary									
C) Public Outreach &									
Engagement Strategy									
Coordination Meeting (remote)									
Research Existing Partners, Programs, & Resources									
Draft Public Outreach &									
Engagement Strategy									
Development of Focus Groups & Stakeholders									
Draft Equitable Engagement Checklist									
Review Meeting (remote)									

PROJECT SCHEDULE

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Final Public Outreach &									
Engagement Strategy									
Translation Services (3									
Languages, up to 50 Word									
Pages) (\$15/language/page)									
Messaging Campaign #1 (web									
content, social media, fliers,									
email listservs, press release)									
Public Survey (online) (includes									
prep, delivery, & summary)									
Final Focus Groups &									
Stakeholders List									
Public Meeting #1 (hybrid):									
Kickoff (includes prep, delivery,									
& summary)									
Messaging Campaign #2 (web									
content, social media, fliers,									
email listservs, press release)									
Focus Group & Stakeholders									
Survey (online)									
Focus Group & Stakeholders									
Meetings (hybrid, up to 4 one-									
hour meetings)									
Draft Guides, Manuals, &									
Infographics									
Public Meeting #2 (hybrid):									
Draft Recommendations									
(includes prep, delivery, &									
summary)									
Outreach & Engagement									
Summary									
D) Reporting, Presentations, &									
Delivery									
Draft & Final Report Outline								+ $+$ $+$ $+$	
Draft Report #1									
Public Presentations Separate									
from Task 2 (4 hybrid									
presentations)						─┼┍┩ ┨	┼┍┛┛		
Draft Review Meeting (remote)									
Final Report									
Final Delivery & Training									
(remote)									

Key Project Deliverables	Notes
Document Index & Summary Matrix	Index of documents and summary report (draft & final)
Public Outreach & Engagement Strategy	Comprehensive community engagement plan (draft & final)
Messaging Campaigns (2)	Web content, social media, fliers, emails, press releases, etc.
Survey: Public	Google Form hosted by PlanIT Geo to gather public input
Survey: Focus Group & Stakeholders	Google Form hosted by PlanIT Geo to gather stakeholder input
Guides, Manuals, & Infographics	Materials to assist in the public's understanding of project concepts
Outreach & Engagement Summary	Comprehensive assessment of outreach efforts
Final Report	Outline, draft, and final versions of the project report

STAKEHOLDERS & COMMUNITY PARTNERS

Community partners are essential to a successful code amendment project that engages all of Edmond's communities. A comprehensive Community Communications list including all stakeholder groups with contact information has been developed as outlined in the Equitable Engagement Framework "Collaborate" Level of Engagement. A strong network of stakeholders can share information and news about the code amendment project, recruit volunteers and attendees for community events, advise the City and consultants of issues and deficiencies in the outreach process, and provide input using the various strategies identified in this Community Engagement Strategy. Several of these organizations partner with the City of Edmonds on existing and/or recent initiatives such as the Climate Action Plan, Comprehensive Plan, Urban Forest Management Plan, Edmonds Tree Canopy Assessment and other planning efforts. The following priority partners are identified for direct communications through stakeholder group meetings.

Climate & Environment Groups

See Excel sheet for contact information. This group includes the Edmonds Citizen Tree Board, Mayor's Climate Protection Committee, Edmonds Floretum Garden Club, Edmonds in Bloom, Sound Salmon Solutions, Snohomish-Stillaguamish Local Integrating Organization (LIO of Puget Sound Partnership), The Nature Conservancy WA, Edmonds Environmental Alliance, Sno-Isle Sierra Club, Pilchuck Audubon Society.

Underserved, Under-represented Groups

See Excel sheet for contact information. See Disability Access, Seniors/Elders, Ethnic & Cultural Organizations, Unhoused/Affordable Housing, LGBTQIA+, Indigenous, Youth & Education categories in the Community Communications List below. Staff is compiling information from the Washington Health Disparities Map, Equitable Engagement Framework demographic information and canopy cover data for additional inclusion in this group.

Housing Developers and Related Groups

See Excel sheet for contact information. This group includes the Edmonds Architectural Design Board, Alliance for Citizens of Edmonds (ACE), Master Builders of King & Snohomish Counties and frequent Edmonds developers and involved citizens, land use consultants, architects, engineers, and arborists that submit reports to meet development requirements.

City Staff

The Consultant will meet with City staff responsible for administering the current tree regulations to identify challenges and potential efficiency measures related to its application, including Planners, Code Enforcement Officer and permit coordinators.

Community Partners Communications List

This list identifies community partners to be included in an email distribution list for project news and updates, who might not be as intensely involved during the engagement process. This broader community list originated from the Equitable Engagement Community Partners Communications list.

The following communications list is an excerpt of a more comprehensive list of contacts to be included in email blasts, social media, and other outreach strategies that are considered more passive engagement. When possible, cross-marketing and communications will occur with other City-led initiatives to not overwhelm groups with too much information.

Category	Stakeholder Groups
Community-Based	d Organizations
Disability & Access	The Arc of Snohomish County Developmental Disabilities Awareness Snohomish County, Hearing, Speech & Deaf Center Puget Sound Association of the Deaf
Seniors/Elders	Edmonds Senior Center
Ethnic & Cultural Organizations	Community of Color Coalition (C3), Spanish, Korean, Chinese community organizations and media, Asian Pacific Islanders Coalition, Association of Washington State Hispanic Chambers of Commerce, Black Heritage Society of Washington State, Chief Seattle Club, Council on American-Islamic Relations (CAIR) Washington, (moved below), Familias Unidas: Latino Resource Center, Korean Women's Association, Korean Community Service Center, LETI - Latino Educational Training Institute
LGBTQIA+	Edmonds Diversity Commission, GLOBE, Edmonds College Queer Action Team
Indigenous	Tulalip Tribes, The Port Gamble S'Klallam Tribe, Snoqualmie Tribe, Suquamish Tribe, Mother Nation,
Media	(Everett/Snohomish County) Herald, My Edmonds News, Edmonds Beacon, Korea Daily
Neighborhoods	Edmonds Neighborhood Action Coalition
Unhoused, Renters, Affordable Housing	Cocoon House (youth experiencing homelessness), Community Support Solutions, ARCH
Listserv Group	Individuals who have requested updates on the tree code amendment project
Youth and Education	Edmonds Youth Commission, Friends of Youth, Edmonds Community College/Green Team and Queer Action Team, ECC/Quiet Heart Wilderness School, Cascadia College
For-Profit Represe	entatives
Business Groups	Ed! Edmonds Downtown Alliance, Snohomish County Small Business Development Center, Edmonds Chamber of Commerce, Downtown Edmonds Merchants Association (DEMA), Sustainable Edmonds
Neighborhood As	sociations
Neighborhoods Associations	Edmonds Neighborhood Action Coalition
Homeowners Associations	Particularly HOAs of developments located in heavily-treed critical areas

Translation Services

The City of Edmonds materials will be primarily provided in English, with potential to translate select materials into up to three additional languages. The Project Team will decide on an as-needed basis which materials are most appropriate for translation. Translation from English to additional languages using PlanIT Geo's 3rd party is roughly \$20 per page.

MATERIALS OVERVIEW

The Tree Code Amendment Project will engage as many Edmonds community members as possible throughout the project using a variety of media, platforms, and materials. The Project Team will align messaging with other City efforts, such as the One Water Plan, when possible. The various types of materials are outlined in the section so that the Project team has a clear understanding of deliverable types, styling, branding, languages, and other specifications that are essential to successful distribution of information.

Deliverables Timeline

	MA	TERIALS/TIMING	
Timing Frequency	Material Type	Target Audience	Description
March	Social Media and Web	City's Facebook	1. Announce TCAP
	Content Posts	followers and/or	2. Announce Public Meeting #1
		partner org social	3. Announce Public Meeting #2
		media pages	
March	Public Survey	All	Survey for community input
March	Social Media and Web	City's Facebook	1.Announce Public Survey
	Content Posts	followers and/or	2. Announce Additional Public
		partner org social	Meetings
		media pages	
March	Group & Stakeholder	Targeted Group and	Survey targeted groups for input
	Survey	Stakeholders	
March	Meeting Invite-	Targeted Group and	Create Postcard to invite
	Postcard	Stakeholders	stakeholder to partake in meeting
March	Guides, Manuals, and	All	Updated materials of ordinance
	Infographics		amendment
March-June	Social Media	All	Final Code Change and Adoption

Branding

The Tree Code Amendment Project documents and educational materials will have consistent branding throughout the project timeline. The color, typeface, and font palettes provided below are PlanIT Geo's standard palettes. The City may decide to include specific elements from these palettes for project materials and branding, or they may instruct the Consulting Team to use an entirely different palette.

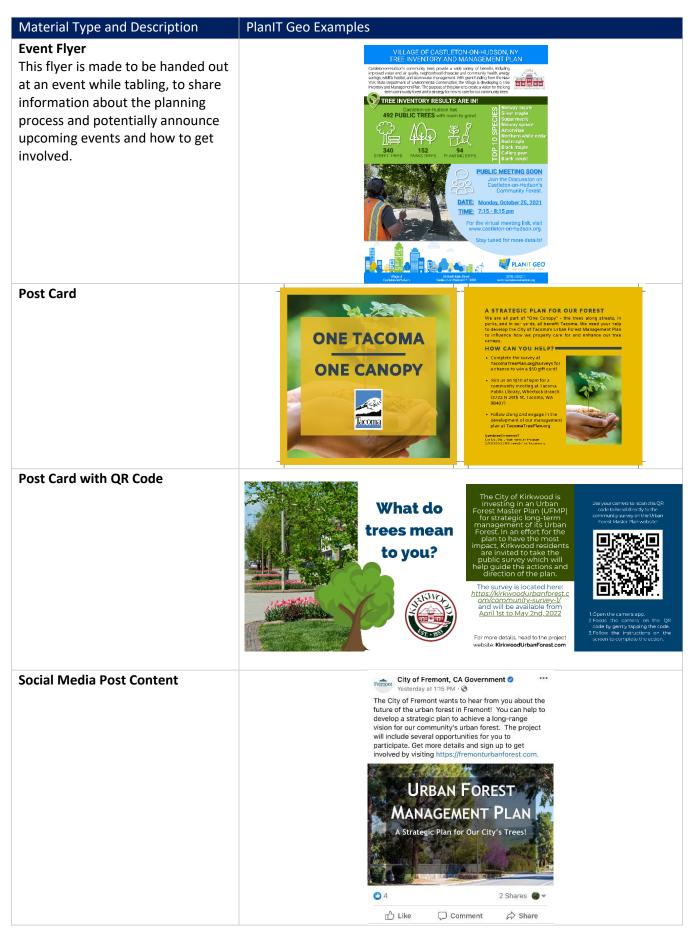
A logo using these elements helps to distinguish the TCAP from other projects with a recognizable design that reflects the spirit of the project. A logo paired with a slogan or tagline helps give the public an idea of what the TCAP is hoping to achieve at a quick glance (see examples in the next section).

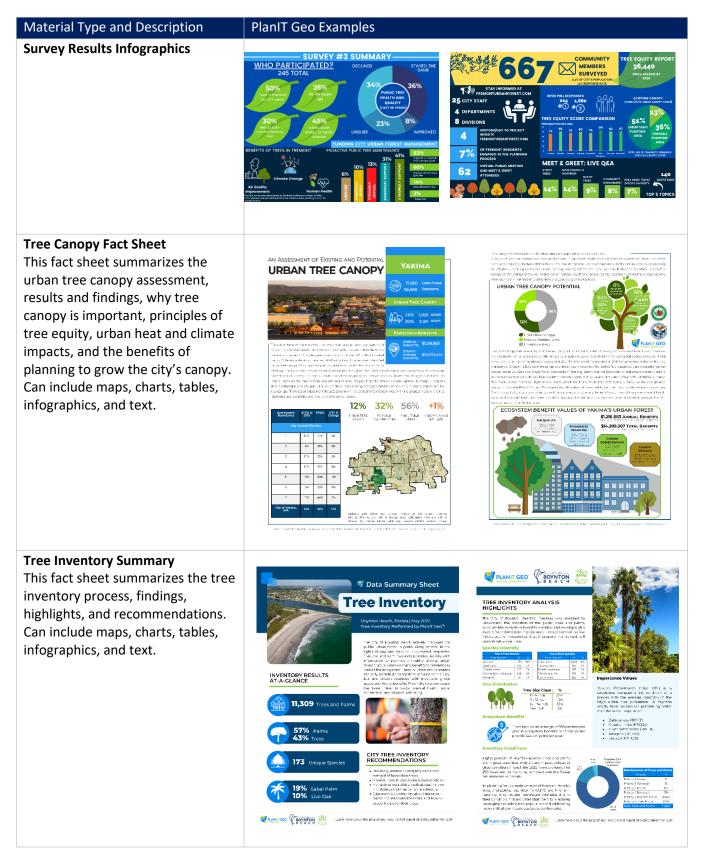
	PlanIT Geo Standard Typefaces and Fonts					
Regular	Bold	Italics	All Caps	Small Caps		
Raleway	Raleway	Raleway	RALEWAY	RALEWAY		
Montserrat	Montserrat	Montserrat	MONTSERRAT	Montserrat		
Calibri	Calibri	Calibri	CALIBRI	Calibri		
Arial	Arial	Arial	ARIAL	Arial		

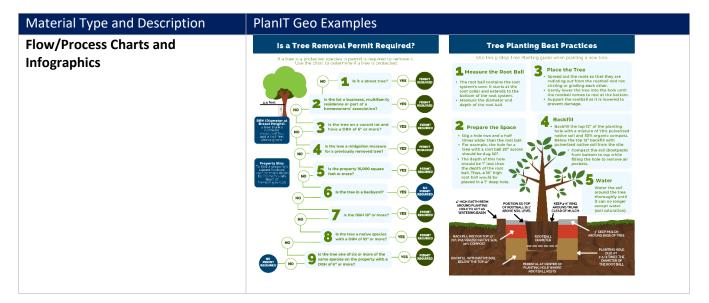
PlanIT Geo Standard Color Palette						
	HEX	СМҮК	RGB			
	#eef9ff	5/0/0/0	238/249/255			
	#2fa3f2	67/25/0/0	47/163/224			
	#0080ea	78/48/0/0	0/128/234			
	#0062a3	100/40/0/36	0/98/163			
	#004370	100/78/32/17	0/67/112			
	#00234d	100/55/0/70	0/35/77			
	#eef4df	7/0/19/0	238/244/213			
	#87c540	52/0/99/0	135/197/64			
	#588300	33/0/100/49	88/131/0			
	#365000	72/45/100/43	54/80/0			
	#253700	33/0/100/78	37/55/0			
	#e8bb00	10/25/100/0	232/187/0			
	#d03d27	12/91/100/2	208/61/39			
	#000000	0/0/0/100	0/0/0			
	#666665	60/51/52/20	102/102/101			
	#f3f3f3	3/2/2/0	243/243/244			

Deliverable Examples

Material Type and Description	PlanIT Geo Examples
UFMP Slogan PlanIT Geo worked with the City of Tacoma, WA to develop the following project slogan which was used on project materials and graphics as a way to distinguish the UFMP. <i>"A Strategic Plan for Tacoma's</i> <i>Urban Forest</i> <i>One Canopy: Benefiting All</i> <i>Residents & Future Generations"</i>	A STRATEGIC PLAN FOR TACOMA'S URBAN FOREST ONE CANOPY BENEFITING ALL RESIDENTS & FUTURE GENERATIONS
UFMP Slogan and Logo PlanIT Geo worked with the City of Renton, WA to develop the following project logo and slogan. <i>Rooted in Renton</i>	ROOTED IN RENTON







OTHER CONSIDERATIONS

- Lessons learned during engagement in other planning efforts.
- Translations beyond the surveys (as feasible).
- Consistent messaging (clear description of the TCAP).
- TCAP branding (colors, tagline, etc.).
- Website content (project timeline, upcoming events, surveys, completed tasks, resources).
- Meet to discuss and finalize community partners and stakeholders.
- Timing for presentations to Edmonds Citizen's Tree Board and other committees, commissions, and City Council.