

McKinley Hill Neighborhood Planning

Steering Group Meeting #3: Community Engagement Discussion

April 25, 2022

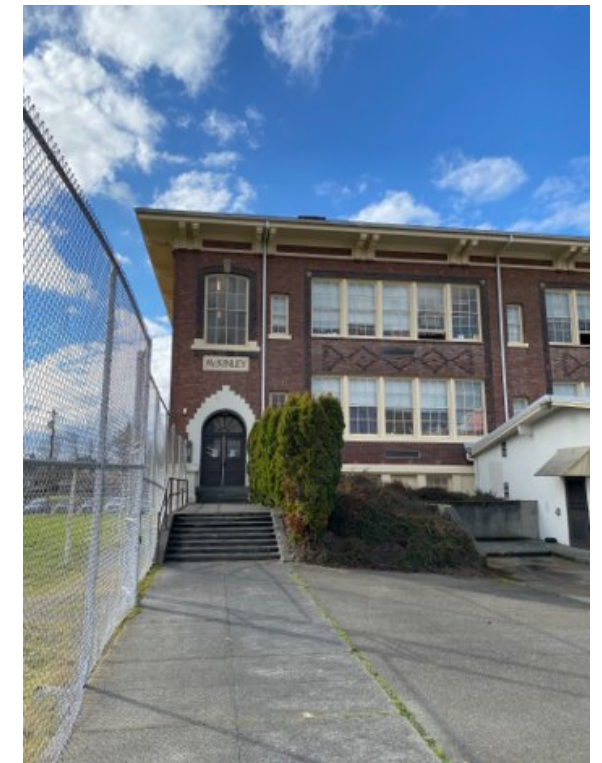
AGENDA

- **Introductions** – *10 minutes*
- **Steering Group Survey Recap** – *15 minutes*
- **Community Engagement Discussion** – *30 minutes*
- **Community Engagement Report-Back** – *20 minutes*
- **Community Walk Planning** – *10 minutes*
- **Next steps** – *5 minutes*



MEETING GOALS

- **Review Steering Group survey**
- **Work together to identify next steps for:**
 - Opportunities for engaging more community members
 - How to move forward specific action items
- **Discuss details for upcoming Community Walk**



UPCOMING EVENT: COMMUNITY WALK

McKinley Hill Neighborhood Planning Program

Walk + Talk: Neighborhood Mapping and Walkability in **McKinley**

Monday, May 9
6 - 7p.m.

Meet at Parable, 3502 McKinley Ave, Suite A

Event will include an approximately 1-mile walk around the neighborhood



RECAP: BUSINESS ROUNDTABLE

- Interest in forming a **business district association**
- Calming traffic and **walkability**
- **Resources** to respond to people in distress
- District **enhancements** (trash cans, mural program, landscaping maintenance)



STEERING GROUP SURVEY



PROGRAM GOALS + STEERING GROUP

THANK YOU for sharing your thoughts!

What we heard :

- **Goals:** Desire for better understanding of program goals and process
- **Steering Group:** Questions about how the Steering Group is influencing the process
- **Budget:** What kinds of projects are feasible
- **Meetings:** Interest in more opportunity for conversations among members



PROGRAM GOALS

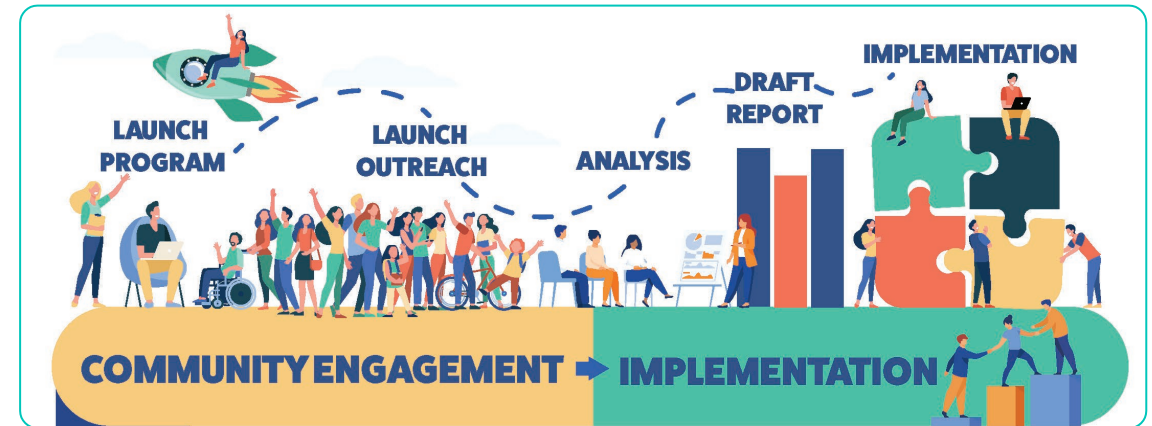
- Develop community-identified neighborhood **strengths and weaknesses**
- Create community-endorsed **neighborhood vision**
- Increase **community capacity** and buy-in
- Build **partnerships**
- Identify potential **funding sources/resources**
- Create **timeline for implementation**
- ***This is your plan – we are here to support the process and implementation***



PROGRAM STRUCTURE

Steering Group role:

- Guide the process and develop structure
- Connect with community groups
- Spread the word
- Identify key issues
- Develop and review action steps
- Champion the plan



12-18+ month process

- Visioning and community engagement
- Action plan
- Implementation

BUDGET AND RESOURCES

Resources for implementation, *tailored to your priorities:*

- **Existing resources:**
 - Partner workplan budgets
 - Program support and other community resources
- **Future resources:**
 - City of Tacoma Budget request
 - \$50,000 budget for community grants
 - Additional grant-writing support (City of Tacoma and/or local nonprofits)



LOGISTICS

Meeting in-person:

- Interest in in-person events; but not all Steering Group meetings
- Some people can't attend if it's in person
- ✓ **What we heard: Virtual Steering Group meetings for now, explore a hybrid option for future; in-person/hybrid for events**

Community co-chairs:

- There was no clear consensus / no strong preference
- ✓ **What we heard: No community co-chairs; opportunity for project leads/liaisons**

COMPENSATION

What we heard:

- Most interest in compensating specific tasks
- Some interest in compensating roundtable participants who reflect historically underrepresented groups
- ✓ **What we heard: Start with compensation for specific tasks, and discuss other compensation options as they arise**

COMMUNITY ENGAGEMENT

'Top ranking' opportunities for engagement:

- Monthly public events (in-person and virtual)
- Door-to-door flyering
- Program "office hours" at community locations
- Online platform to follow progress and submit feedback



✓ **We will have more discussion about this at today's meeting**

SUBCOMMITTEES / WORKING GROUPS

What we heard:

- Too many groups could create confusion, and/or it may be too soon to launch
- Questions about connection to the Steering Group
- Desire for these groups to focus on implementation, while Steering Group guides strategy
- ✓ **We will have more discussion about this at today's meeting**

COMMUNITY ENGAGEMENT DISCUSSION



SMALL GROUPS: COMMUNITY ENGAGEMENT

Of the 'top' priorities for community engagement:

- Monthly public events (in-person and virtual) - *ongoing*
- Door-to-door flyering
- Program "office hours" at community locations
- Online platform to learn follow progress and submit feedback

Where can Steering Group members play a role in these efforts?

What specific ideas do you have for making these successful?

SMALL GROUPS: PROJECT TASKS

As we work together to identify projects that are ready for action, **how do we move forward specific tasks? Here are priorities we've heard from you:**

- **Community engagement:** Engages the broader community
- **Program strategy:** Keeps the Steering Group informed at a strategic level
- **Topic-level strategy:** Allows us to work on a variety of tasks simultaneously, and for people to specialize based on interest
- **Decision-making:** Makes good use of our monthly Steering Group meeting
- **Feasibility:** Brings in subject-matter experts to assess feasibility
- **Implementation:** Moves forward tasks to implementation

SMALL GROUPS: PROJECT TASKS

- **How should we structure McKinley Neighborhood Planning to move forward action steps?**
 - Working Groups – to focus on implementation of specific topics
 - Additional meetings of the Steering Group each month
 - What else?
- ***If Working Groups:*** What would the relationship with the Steering Group be (e.g. liaisons; monthly report-back)? What is the right timeline to launch? How can we recruit other community members to these groups?
- ***Other options:*** Where are there opportunities to recruit other community members to the process? How should the Steering Group organize itself to address different issues?

SMALL GROUP DISCUSSION

COMMUNITY ENGAGEMENT

- Where can Steering Group members play a role in these efforts?
- What specific ideas do you have for making these successful?

PROJECT TASKS/ WORKING GROUPS

- How should we structure community engagement to continue to move forward action steps?

REPORT-BACK: COMMUNITY ENGAGEMENT

NOTES:

- Flyering: putting flyers at dog park, Rogers park, comm garden. Door-to-door; announce monthly public events, office hours, within blocks or with another SG member, subdividing neighborhood
- Online platform – Tacoma Creates platform is a good example, can share more ongoing information
- Flyers - Fridays – Eloise's Cooking Pot, library, inspiring people.
- Online People don't always like online surveys, social media group
- Sponsoring event in neighborhood – McKinley garden contes/tour nomination, gift certificate prize – or other neighborhood tours
 - For tasks: Would like to see things gel, timeline and reporting back
 - Question about the project focus area map – should this be on the flyer ?
- Flyers – keep local, not a lot of door-knocking
- Online platform – have questions about how this would be organized
- Other groups: Mottet, Community garden for collaboration

REPORT-BACK: PROJECT TASKS

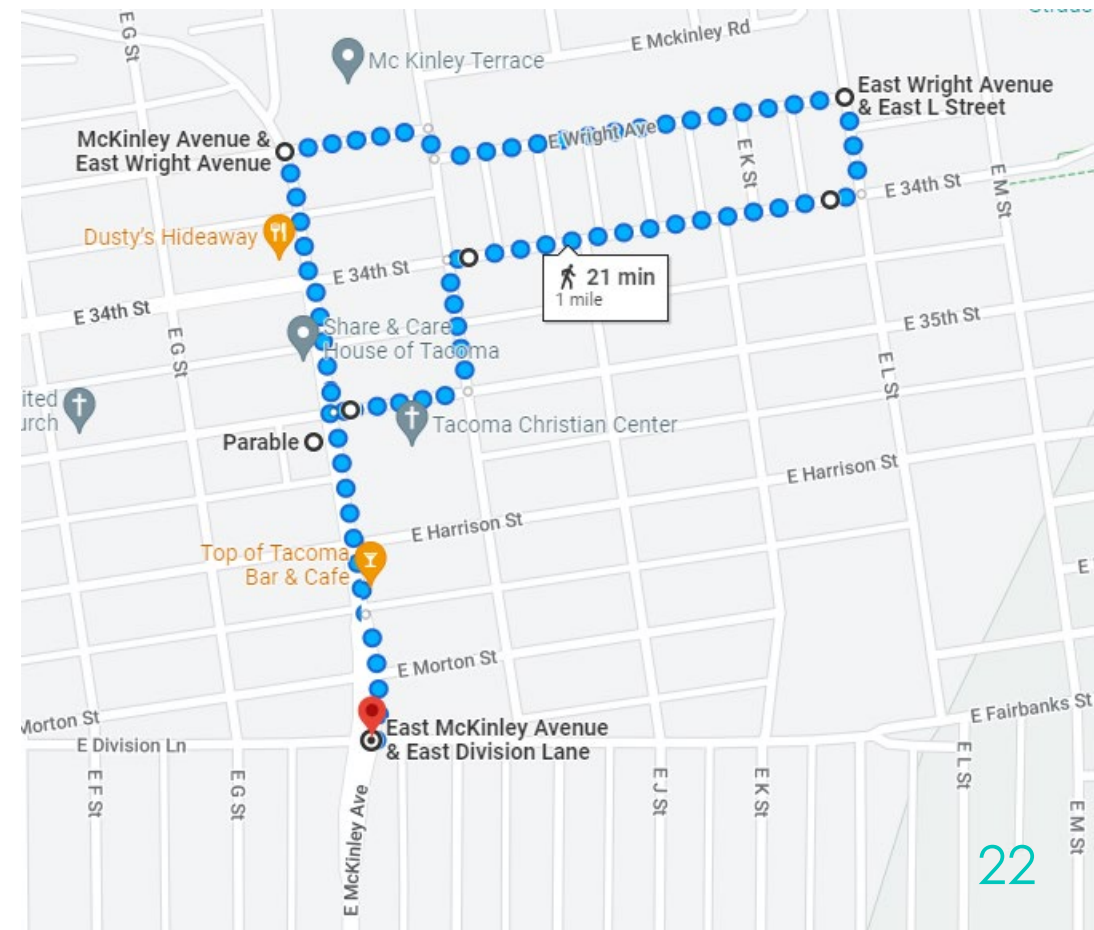
NOTES:

- Working Groups – could there be a shared document that everyone works on when they have time, rather than a separate meeting? Steering Group sets goals – Working group can decide if they want to hold another meeting. Concern about overwhelm, don't want to lose people through the process (this came up in 2 groups)
 - Opportunities for brainstorming in collaboration
- In-person group, survey at Eastside market, Steering Group to get together before community walk – want to highlight specific areas
- Groups to focus on cleanups, arts, history and parking
- Neighbors – host coffees, maybe with DM Ushka
- Website for neighbors to enter ideas
- Liaisons for back-and-forth conversations between SG and working group
- Desire to gel more as a group, list tasks, take ownership, projects that are action oriented

COMMUNITY WALK

Community Walk – May 9 at 6PM

- Goals, focus, feedback tools
- Route:
 - Based on your feedback - areas of concern
 - What's missing?
- Help get the word out!
 - Flyering
 - Invite your friends and neighbors
 - Social media



NEXT MEETING

Regular Steering Group meeting time:

4th Monday of the month, 5:30 – 7pm

Next meeting: May 23 at 5:30pm

Next meeting:

- Implementation and structure discussion?
- Subject-matter expert or topics (Open Space/MetroParks)?



Thank you!

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