



# Picture Pac Ave

## Project Advisory Committee (PAC)

Meeting #2 – Community Engagement  
March 30th | 2023

Zoom: <https://us02web.zoom.us/j/81499682172?pwd=ZGNGR1o2WTJ0Wm5LNTNkS014NVN4QT09>

Passcode: 123456

### Agenda

- **Housekeeping Note**
  - Transparency – Recordings and Meeting Summaries
  
- **Introductions / Opening Remarks**
  - Name
  - Group affiliation (if applicable)
  - Why you wanted to be part of the PAC
  - Opening Remarks from Councilmembers Ushka & Bushnell
  
- **Presentation**
  - Outreach & Engagement
  
- **Small Group Workshop on Engagement Strategies**
  - What do you think would be the most successful way(s) to engage people along Pac Ave?
  - Are there specific groups, organizations, or people who should be involved in this project? Are there any that we are missing? Any people or groups you would recommend adding to the PAC?
  - Are there any specific events we should be aware about as engagement opportunities?
  
- **Next Steps**



## Meeting Summary

### Attendees:

Adam Nolan - City of Tacoma
Alyssa Torrez - City of Tacoma
Amita Lonial - Tacoma Public Library
Herschel Wilson - Spaceworks
Joe Bushnell - City Council
Katie Randall - Mercy Housing
Kim Eudaily - Lincoln High School
Krystal Monteros - Disability Rights Washington
Larry Leveen – ForeverGreen Trails
Laura Svancarek - Downtown on The Go
Lukas Barfield - Tacoma Area Commission on Disabilities
Lynnette Scheidt - Eastside Neighborhood Council
Natalie Graves - S&A Communications
Raichle Dunkeld - Walk and Roll Pierce County Coalition
Ralette Churchwell - SENCo
Richard Gardner - Transportation Commissioner
Sarah Streiffert - Pierce Transit
Troy Serad - Transportation Commissioner
Vivian deZwager - Tacoma Tree Foundation
Wesley Rhodes - Tacoma Planning

**Introductions** – Attendees took turns introducing themselves and sharing their primary area of focus/reason for involvement

**Project Presentation** – Please see below

**Questions/Discussions** –

Ralette Churchwell – Informed staff that community members have not yet received project mailers. Also mentioned concern amongst Pac Ave business owners surrounding potential rezoning.

Joe Bushnell – Requested that a copy of today’s presentation be sent to both him and Councilmember Ushka.

**Small Group Breakout Exercise**



Wesley Rhodes – Sent attendees to breakout rooms. See below for small group exercise questions

### **Reconvene as Full Group**

Lynnette Scheidt – Upon reconvening, voiced that her group discussed street beautification and safety. Highlighted the need for safe pedestrian crossings along the corridor and mentioned flashing lights as a tool to alert drivers. Also stressed the need for well-maintained public trash cans.

Wesley Rhodes – Expanded on Lynnette’s comment by addressing the need for increased public safety, encompassing both pedestrian safety and crime prevention. Also reported that his group discussed youth outreach as a potential engagement strategy.

Laura Svankarek – Suggested that - in addition to communication with existing neighborhood advocacy groups - project leaders interact with community members at coffee shops, locally-owned businesses, transit centers, restaurants, etc. to engage in conversation. Also discussed reducing barriers to participation, ex: childcare, opportunities dispersed throughout the day, incentives, discussions along transit routes. Mentioned the school district as a possible partner for outreach. Suggested that translated materials be readily available at outreach events.

Richard Gardner – Mentioned Lighthouse Senior Center and the need for senior citizen engagement. Proposed recruitment of local youth for PAC participation. Suggested engagement at ethnic grocery stores and restaurants along the corridor, as well as conversations with disabled community members. Also suggested tabling/presence at events in the area to increase awareness of project goals.

Wesley Rhodes – Opened the floor for discussion.

Richard Gardner – Informed attendees of the plan for a bicycle boulevard along A Street.

Wesley Rhodes – Mentioned long range plan for bicycle network/planned bicycle routes— it’s important to make sure that appropriate routes are identified in the plan, as it may be used as a tool for prioritization of bicycle projects, investment and successful implementation.

Vivian deZwager - Highlighted need for trees, green space, and traffic calming. Mentioned that the City is hoping to increase tree canopy by 20% by 2030 but expressed concern surrounding potential financial burden placed on property owners. Suggested involvement with Tacoma Tree Foundation as an outreach method. Also expressed belief that street art contributes to neighborhood character.



Kim Eudaily – Suggested dedicated spaces for graffiti.

Wesley Rhodes – Mentioned SENCo's successful installation of greenspace and art at 72<sup>nd</sup> and D Street behind Fred Meyer, made possible through community self-organization, donations/grants, and collaboration with Pierce Conservation District in the form of a volunteer tree-planting day. Reminded attendees that the goal of this conversation is to create and finalize the Public Involvement Plan. Discussed plans for the presentation to Planning Commission next Wednesday night and the April 18<sup>th</sup> City Council Study Session.

**Meeting Adjourned**



## **Small Group Discussion Engagement Strategies:**

- The facilitator will help keep the conversation on track and take notes directly into this document
- Select a reporter who will report back to the full group following the discussion

**Purpose:** To identify strategies to ensure robust and equitable community engagement for the Picture Pac Ave project.

### **Discussion Questions:**

- **What do you think would be the most successful way(s) to engage people along Pac Ave?**
- **Are there specific groups, organizations, or people who should be involved in this project? Are there any that we are missing? Any people or groups you would recommend adding to the PAC?**
  - Audiences?
  - Organizations and businesses?
  - Specific languages?
- **Are there any specific events we should be aware about as engagement opportunities?**

**PAC Meeting #2  
Engagement  
March 30, 2023**

# Picture PAC AVE





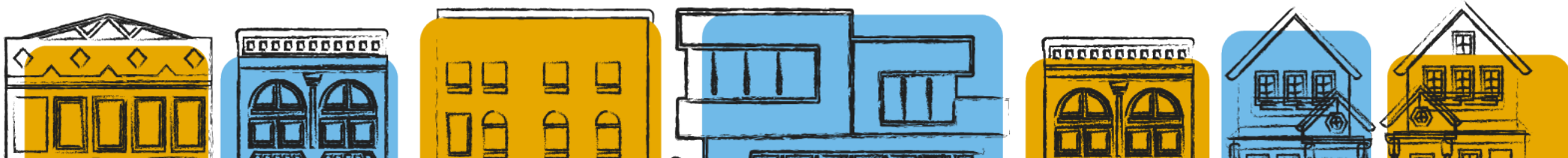
## Pacific Avenue Subarea Plan & EIS

# Agenda

## Engagement

- Timeline & Milestones
- Soft Launch Recap
- Engagement Goals
- Who Lives Here?
- Engagement Phases
- Audiences and Tools

**PURPOSE:** To provide a summary of proposed engagement strategies leading into a small group workshop exercise on community engagement





# Engagement

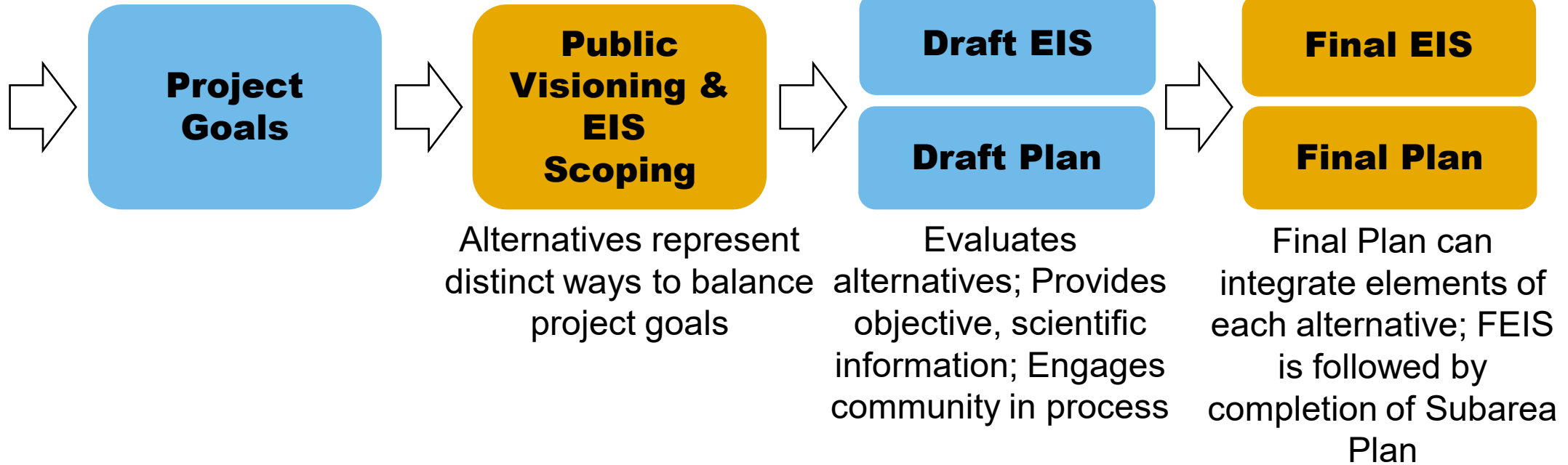




# Timeline & Milestones



WINTER/SPRING 2023      SPRING/SUMMER 2023      FALL/WINTER 2023      TBD



# “Soft Launch” Snapshot



## “Soft Launch” Summer/Fall 2022

- **Briefings:** *City boards and commissions; neighborhood groups*
- **Meetings:** *Connection with CBOs, businesses, and other corridor stakeholders*
- **Interviews:** *Targeted outreach to structurally excluded groups (black, indigenous, people of color (BIPOC), and immigrant/refugee communities)*

*Creation of Public Involvement Plan and Existing Conditions Report*

## Engagement to Date

- **City Council** – *2 workshops w/ CMs Ushka, Bushnell, & Walker and an IPS briefing*
- **CBOs** - *Walk & Roll Pierce County, Downtown on the GO*
- **Neighborhood Councils** – *SESCO Commissions/Boards – TC, PC, TODAG, STC, MYC, TACOD*
- **Inter-agency Partners** – *Pierce Transit, WSDOT, Sound Transit, TPHCD, Puyallup Tribe of Indians*
- **Action Mapping Project** – *Youth, UWT*
- **Internal CoT** – *PDS, CED, ES, PW, Arts*

# Project Advisory Committee (PAC)



## Community Representative Body:

- ✓ 15-20 members – City Manager appointment
- ✓ Convenes roughly once every two months throughout project (6-8 meetings in 2023, 2024 if needed)
- ✓ Acts as a “sounding board” – provides insight and helps “ground truth”
- ✓ Liaison to broader stakeholder groups
- ✓ Helps formulate Project goals, priorities, and strategies & provides input into the Draft Plan
- ✓ Advises & helps with equitable engagement

## Stakeholder Group Representation:

- Local Businesses (especially BIPOC-owned)
- Neighborhoods Councils (SENCO, ENACT)
- Institutions (Schools, Libraries)
- Cultural Organizations / Social Services
- Transportation / Transit
- Youth
- Housing / Tenants
- Environment / Public Health
- Disability Community
- City Commissions
- Open Slots

**Still Need to Recruit  
Local Businesses**

# What We Heard



## Major Themes

### **PLAN FOR ALL MODES**

*Pedestrian safety, ADA community, connectivity to transit*

### **DENSITY & WORKFORCE HOUSING**

*While maintaining greenspace and public amenities*

### **PUBLIC HEALTH & SAFETY**

*Street trees, air quality, pedestrian safety, crime*

### **EQUITY**

*Equitable engagement, equitable TOD, anti-displacement*

### **INTER-AGENCY COORDINATION**

*Pierce Transit, Pierce County, TPD, TPCHD, Puyallup Tribe of Indians, etc.*



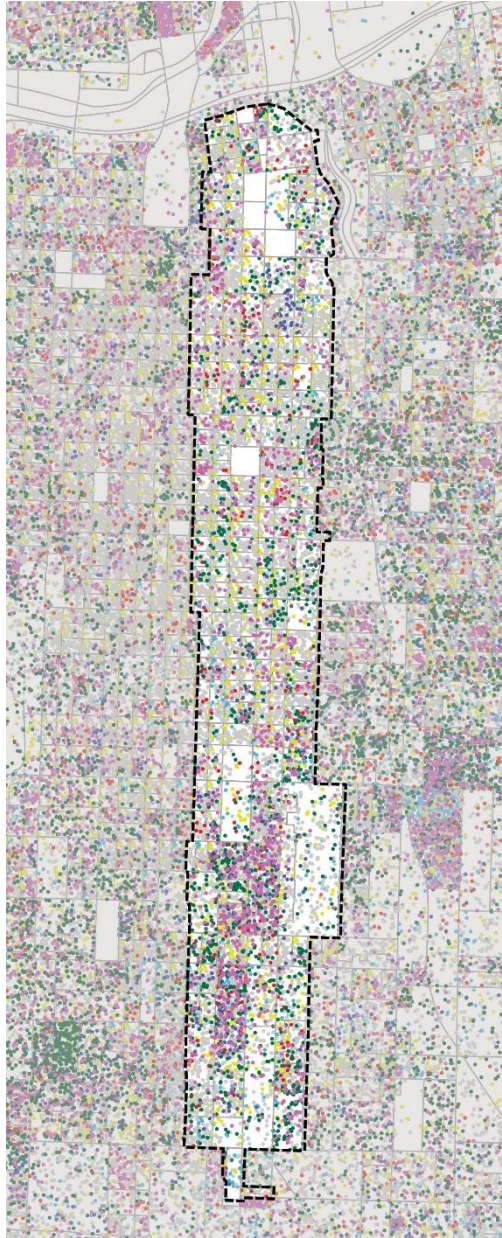
# Engagement Goals



1. **Conduct equitable engagement** that includes content that is accessible to all and relatable to those living and working along the corridor.
2. **Communicate the purpose, benefits, and timeline** of the Picture Pac Ave Plan.
3. **Make it easy to collaborate**, provide input, and stay informed of the plan development.
4. **Build consensus, excitement, and buy-in** for the outcomes and recommendations of the plan.
5. **Report out** how input received has helped shape the plan.
6. **Highlight other concurrent or related projects** near the project area, led by the City, Pierce Transit or other agencies.

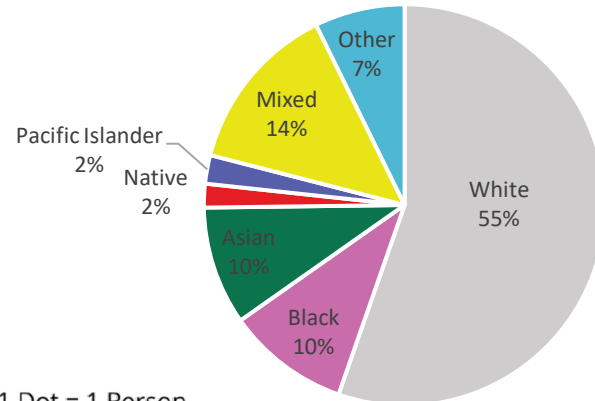


# Who Lives Here?



17% speak a language other than English at home

## Racial distribution in 2020:



1 Dot = 1 Person

- Black or African American
- Asian
- American Indian and Alaska Native
- Native Hawaiian and Other Pacific Islander
- Two or more races
- Other
- White

## Population within study area:

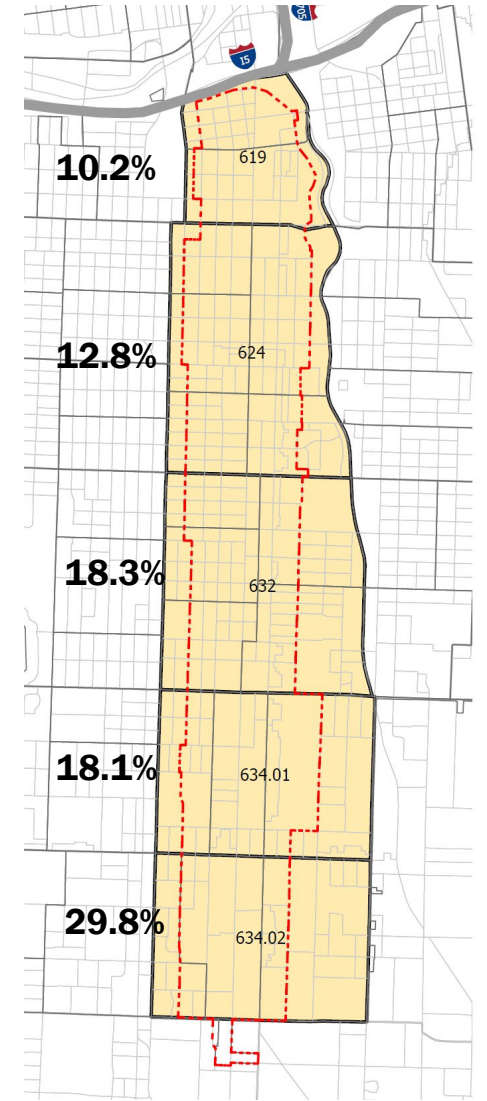
In 2010: 16,525  
In 2020: 18,158 ↑ 9%

## Age distribution:



40% of the study area is considered "low-income"

## % of Population (per tract) for whom Poverty Status is determined



# Engagement Phases



## Spring/Summer 2023

### Visioning + SEPA Scoping

- Introduce the project, preliminary alternatives (scenarios being analyzed), and build excitement
- Collect input from all audiences about future vision for the corridor
- Learn from community and understand best ways to engage with them
- Solicit SEPA Scoping comments

## Fall/Winter 2023

### Draft Subarea Plan + EIS

- Inform community of analysis, findings, and alternatives
- Be explicit about how previous input was used to develop the Draft Plan and SEPA EIS
- Solicit comments on the Draft Plan and SEPA EIS including elements of the preferred alternative they like or don't like

## TBD 2024

### Final Plan

- Present final plan to public
- Communicate ways to provide comment on the Final Plan and EIS
- Public processes with Planning Commission and City Council to approve and adopt

# Engagement Tools



**Online  
open house**



**Advisory  
committees**



**Community  
interviews**



**Printed  
materials**



**Social  
media**



**Mailers**



**Surveys**



**Public  
meetings**



**Walking tours  
and creative  
placemaking**



**Legal Ads**



**Tabling at  
community  
events**



**Media  
engagement**



**Community  
presentations  
and briefings**



# Audiences



## Community Audiences

- Neighborhood residents
- Local businesses
- Neighborhood councils
- Business districts/owners
- Schools
- Development community
- Places of worship
- Advocacy and interest groups

## Internal Audiences and Agency Partners

- City Council
- City of Tacoma – Various departments
- Puyallup Tribe
- Boards and Commissions
- Tacoma Pierce County Health Department
- Metro Parks
- Pierce County
- Pierce Transit
- Washington Department of Transportation



# Thank You

[CityofTacoma.org/PicturePacAve](https://CityofTacoma.org/PicturePacAve)

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