



Picture Pac Ave

Project Advisory Committee (PAC)

Meeting #3 – Community Engagement & Project Goals
May 04 | 2023 – 5:30-7:00 PM

- **Zoom:** Link to Join:

<https://us02web.zoom.us/j/87125757465?pwd=ZkYrRUFDOGlwV21yRml0Z0xmN3pNdz09>

Or dial to Join: 253-215-8782

- Meeting ID – 871 2575 7465
- Passcode – 123456

Agenda

- **Introductions / Opening Remarks**
 - Name
 - Group affiliation (if applicable)
 - What's your favorite Tacoma summertime community event
- **Presentation**
 - **Engagement Update**
 - Goals
 - Tools
 - Audiences
 - Language Access Plan
 - Schedule - Visioning/Scoping
 - **Housekeeping**
- **Discussion**
 - Engagement Discussion
- **Next Steps**



Meeting Summary

Attendees:

Adam Nolan - City of Tacoma
Andrea Haug - SENCo
Katie Randall - Mercy Housing
Krystal Monteros - Disability Rights Washington
Larry Leveen - ForeverGreen Trails
Laura Svancarek - Downtown on The Go
Lukas Barfield - Tacoma Area Commission on Disabilities
Mary Crabtree - City of Tacoma
Ralette Churchwell - SENCo
Richard Gardner - Transportation Commissioner
Sarah Streiffert - Pierce Transit
Vivian deZwager - Tacoma Tree Foundation
Wesley Rhodes - City of Tacoma

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

Project Presentation – Please see agenda on the first page for an outline of the presentation and the presentation slides below

Questions/Discussions –

Ralette Churchwell – Asked about the EIS draft and whether PAC attendees will be able to review/comment on the document before it is released to the public. Also inquired about the team’s strategy for selecting languages included in translated materials.

Wesley Rhodes – Responded that the PAC will be able to help shape and comment on the development of the draft but may not see the full draft prior to release to the public. Discussed census data as a source of language and demographic data along the Pacific Avenue corridor; there may be pockets of ethnic groups that are not accounted for in this data, but the City generally provides translations for languages spoken >5% of households in the focus area. Invited conversations about communities that may not be represented in this data.

Vivian deZwager – Suggested that the project survey include a question about the respondent’s language spoken at home.



Wesley Rhodes – Replied that the survey will include an optional question about demographics. Also noted that the City is formalizing guidance about demographic questions on surveys and that the project survey will follow that guidance, which includes ability to ask about language spoken at home.

Vivian deZwager – Expressed excitement that the health department is involved in the project, as she is concerned about the lack of trees along the corridor and the associated human health impacts.

Wesley Rhodes – Suggested a PAC meeting focused on the health impact assessment later in the summer.

Larry Leveen – Inquired about the goals for tonight’s meeting.

Wesley Rhodes – Expressed that it’s a session focused on discussing specifics for engagement strategy including: local events occurring throughout the summer, local organizations available for partnership, and language/cultural ambassadors who may have inroads for a specific population. Also invited tonight’s attendees to propose their own ideas for engagement.

Lukas Barfield – Recommended Pierce County Association on The Blind as a partner. Recommended that promotional photos be tagged with alt text and described for visually impaired users, and that surveys be made more accessible through audio communication.

Wesley Rhodes – Noted these accessibility recommendations. Addressed a written comment from Ralette Churchwell regarding Safe Streets and the National Night Out event in August. Stated that the Picture Pac Ave team haven’t been formally engaged in the project yet but are interested in possibly partnering with Safe Streets for the August event. Inquired about partnership with SENCo for a neighborhood walk.

Andrea Haug – Expressed interest in a walk.

Wesley Rhodes – Noted that tabling is planned for the 72nd and D Street Block Party.

Andrea Haug – Responded that a 10x10 vendor space will be made available for city staff at this event.

Laura Svancarek – Inquired about formal walk audits. Noted that DOTG has resources about walk audits that they would be willing to share.

Wesley Rhodes – Responded that he is aware of a few different methodologies for walks.



Laura Svancarek – Shared some specifics about how DOTG has performed “walk audits.”

Andrea Haug – Noted that SENCo structure their walks similarly: participants are offered forms to fill out on a clipboard, with no specific prompts but a discussion to provide parameters. SENCo also incorporates litter pick-up.

Adam Nolan – Referred to a written comment from Krystal Monteros suggesting presence at the McKinley Hill festival. Also noted that Larry Leveen provided a link to a resource from Miracle Walks containing guidelines for walk audits.

Larry Leveen – Inquired about city-sponsored trail celebration activities, recommending a check-in with Liz Kaster about potential tabling.

Vivian deZwager – Suggested a nature walk in partnership with Tacoma Tree Foundation—identifying trees and determining where they are needed along the corridor.

Wesley Rhodes – Mentioned that walk audits are typically focused on pedestrian safety but could potentially incorporate topics like street trees.

Andrea Haug – Noted that SENCo takes notice of changes in the tree canopy and closely monitor Tacoma’s Equity Index.

Wesley Rhodes – Stated that the corridor’s lack of tree canopy will likely be a topic of focus within the subarea plan.

Andrea Haug – Proposed the Moore Library as a potential location for a display/diorama featuring Picture Pac Ave.

Wesley Rhodes – Expressed agreement and noted that two PAC members currently represent Moore Library.

Ralette Churchwell – Inquired whether outreach conversations could be made more efficient by grouping issues of concern within the greater project.

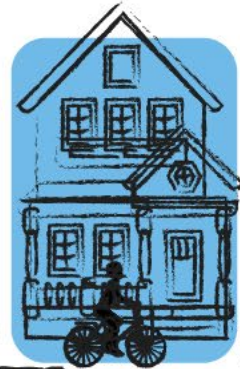
Wesley Rhodes – Agreed that a few topics seem to be addressed repeatedly. Said the team is incorporating feedback to make this first round of engagement more constructive. Also mentioned that the project team is hoping to conduct smaller-scale in-person events rather than one or two major opportunities for engagement, with hopes to engage a greater number of community members.

Meeting Adjourned



**PAC Meeting #3
Engagement
May 04, 2023**

Picture PAC AVE





Pacific Avenue Subarea Plan & EIS

Agenda

Engagement

- Goals
- Tools
- Audiences
- Language Access Plan
- Schedule – Visioning/Scoping

Housekeeping

PURPOSE: To provide an update of how we are incorporating feedback into the engagement strategies for visioning/scoping





Engagement



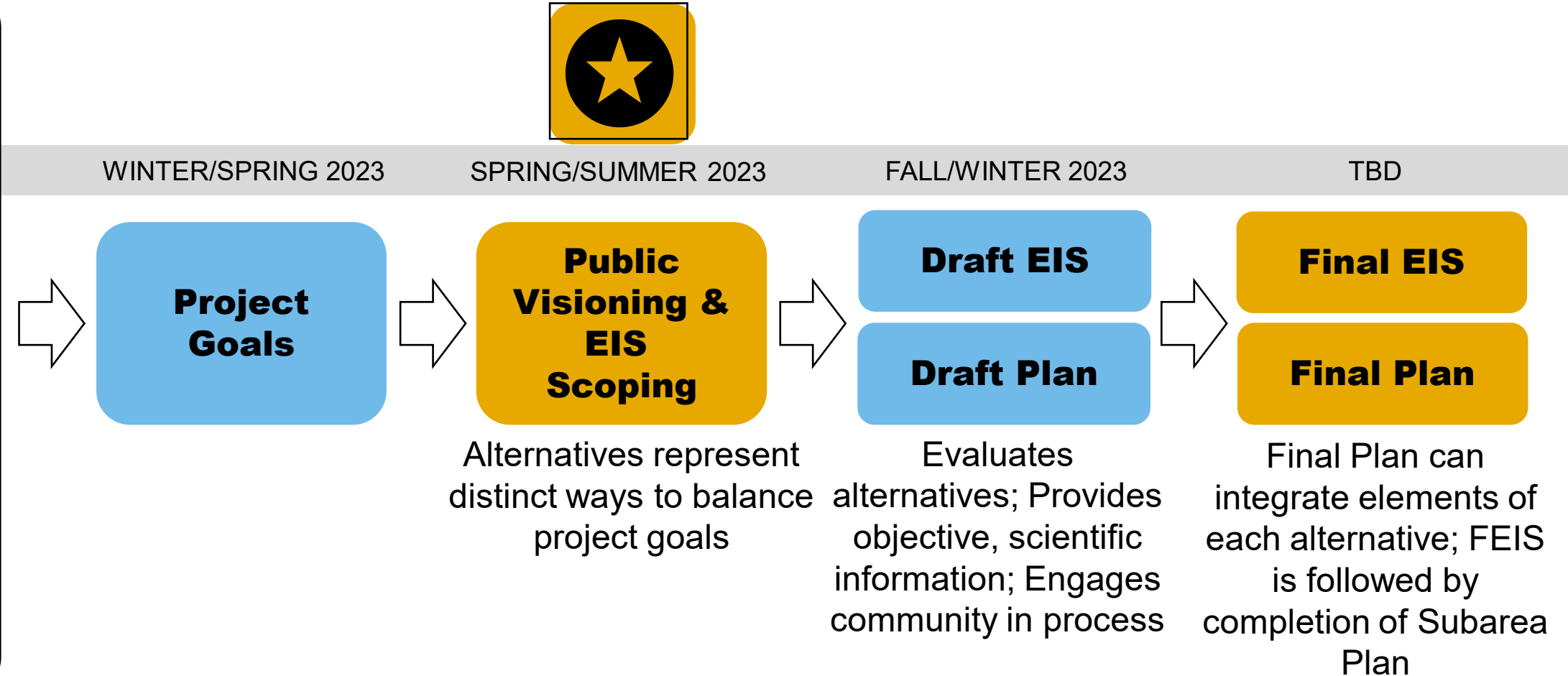
Timeline & Milestones



**COMMUNITY
ENGAGEMENT
PLAN**

**BASELINE
CONDITIONS
REPORT**

**PLANNING
FRAMEWORK**



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.



What We Heard



Major Themes

NO LARGE IN-PERSON WORKSHOPS

Large meetings can be virtual

PARTNER WITH COMMUNITY EVENTS

Go to where people are already gathering

BE CREATIVE

Community walks, events at businesses along corridor, partnerships

EQUITABLE ENGAGEMENT

Create a language access plan, find ways to partner with structurally excluded groups

MAKE PARTICIPATION EASY

Online Open House, go where people already are, have easy and short ways for people to participate in-person



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
- Transit users
- 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

Language Access Plan



Languages for Translation

- Spanish
- Vietnamese
- Korean
- Other Asian/Pacific Island Languages
 - Khmer
 - Tagalog

Materials to Translate

- Project Fact Sheet
- Online Open House
- Survey

Schedule – Visioning/Scoping



10-Week Process

- Week 1 – Visioning/Scoping begins (~June 22)
- Week 3 – Project Kick-off Meeting (virtual ~July 13)
- Week 4/5 – Issue DS/Scoping notice
- Weeks 1-10 – In-person events (esp. 5-10)
- Week 10 – Close survey and end scoping

The infographic is titled 'Picture PAC AVE' and features the City of Tacoma logo. It is divided into several sections: 'ABOUT THE PROJECT' which describes the partnership with the community to develop a long-term vision for growth and development along the Pacific Avenue corridor; 'PROJECT GOALS' which lists 'IDENTITY' (Create a Sense of Place), 'MOBILITY' (Improve Walkability, Accessibility, and Connectivity), 'COMMUNITY' (Evaluate Community Needs, Amenities, and Infrastructure), 'EQUITY' (Encourage Equitable Transit-Oriented Development), and 'SUSTAINABILITY' (Promote Climate Sustainability and Resilience); 'PROJECT BENEFITS' which lists various advantages like improved connectivity, accessibility, and economic development; 'PROJECT ELEMENTS' which includes community vision, zoning, and infrastructure; and 'GET INVOLVED!' which provides a QR code and social media handles. A central map shows the Pacific Avenue corridor with proposed BRT stops at 34th St, 38th St, 43rd St, 48th St, 56th St, 64th St, 72nd St, and 84th St. A timeline at the bottom indicates key milestones: Summer 2023 (Community Engagement Plan, EIS Scope, Baseline Conditions), Late 2023 (Draft Plan and Draft EIS), Early-Mid 2024 (Final Plan, EIS, & Planned Action Ordinance to City Council), and 2024 and beyond (Implementation).

Schedule – Visioning/Scoping



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Week 1 ~June 22

Send Mailer

- Project Kick-Off Meeting (including Zoom info)
- Link to OOH on Social Pinpoint
- Future Events (with dates, if known)
- Date of future EIS Determination of Significance and Scoping Notice
- Illustrative graphics (must show maximum allowable building envelope)
- Will be sent to entire project area plus all routes within 2500 feet. Will include residents/tenants and property owners

Launch Online Open House & Survey

- Social Pinpoint – Will also include ideas wall

Schedule – Visioning/Scoping



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Week 3 ~July 5-14

Virtual Project Kick-off

- Information session
- Includes Councilmembers
- Presentation
- Q&A Session

Advertisement Strategies

- Mailer
- Social Media
- Press Release
- PAC Help?

Schedule – Visioning/Scoping



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- Week 10 – Close survey and end scoping

Week 4/5 ~July 19-28

Official Posting of the Determination of Significance for the Environmental Impact Statement

- DS includes an initial list of elements selected for additional analysis as part of the EIS based on the project's likelihood of having a significant impact
- Includes environmental, cultural, and infrastructure impacts
- Initial list can change based upon feedback during the visioning/scoping period

Health Impact Assessment Integration?

Schedule – Visioning/Scoping



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- Week 10 – Close survey and end scoping

At least 3 events we create/host along different parts of the corridor

Ongoing Now to August 31

- 5/5 Project Lit – Stewart Middle School
- 5/6 Bike Rodeo - Mary Lyons Elementary
- 6/24 72nd & D Block Party
- 8/1 National Night Out?
- Blueberries & Blues – Blueberry Park
- Farmers Market
- Walking Tours
- Intercept tabling or micro events at local businesses
- Door-to-door

Schedule – Visioning/Scoping



10-Week Process

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- Week 3 – Project Kick-off Meeting (virtual ~July 13)
- Week 4/5 – Issue DS/Scoping notice
- Weeks 1-10 – In-person events (esp. 5-10)
- **Week 10 – Close survey and end scoping**

Week 10 ~August 31

- Close Survey
- Officially end public visioning and scoping
- Incorporate feedback into draft versions of the Plan and EIS



Housekeeping



Housekeeping



Discussion Guidelines for our Work Together

- **Respect each other's time.** As much as possible, please be on time, attend meetings, and come prepared. Listen to each other for understanding.
- **Take space, make space.** Share your ideas, then step back to actively listen. If you're talkative, remember to step back; if you're quiet, remember to step up.
- **Expect the best.** When someone says something, assume the best intentions; ask clarifying questions. And keep in mind that sometimes impact is different than intent.
- **Be positive and solution oriented.** Keep moving forward. Be aware of what we can and cannot change.
- **Know that you are valued.** You are making a big contribution to the Pac Ave Corridor– thank you!

Within 1-week of the meeting an email with the compensation link will be sent. Participants will have 1 additional week to complete compensation requests.



Thank You

Partnerships?

Specific Events?

PAC Involvement?

CityofTacoma.org/PicturePacAve

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