



Community Engagement Plan



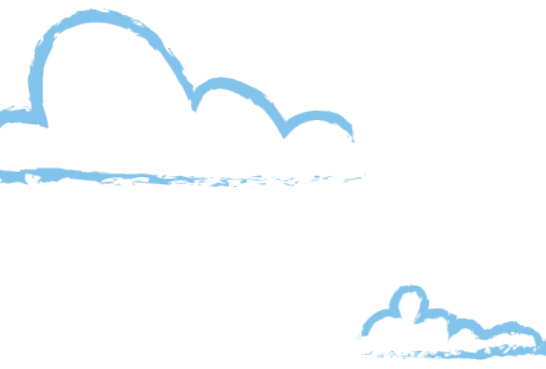


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Project Overview

We are partnering with the community to create “Picture Pac Ave,” a long-term vision for growth and development that will guide future investments and support planned transit improvements along Pacific Avenue from approximately I-5 to South 96th Street. Picture Pac Ave provides an opportunity to support businesses, improve safety and walkability, and enhance the quality, availability, and affordability of housing along the Pacific Avenue corridor to benefit both existing and future Tacomans.

Create a community-shaped vision for the corridor over the next 25 years

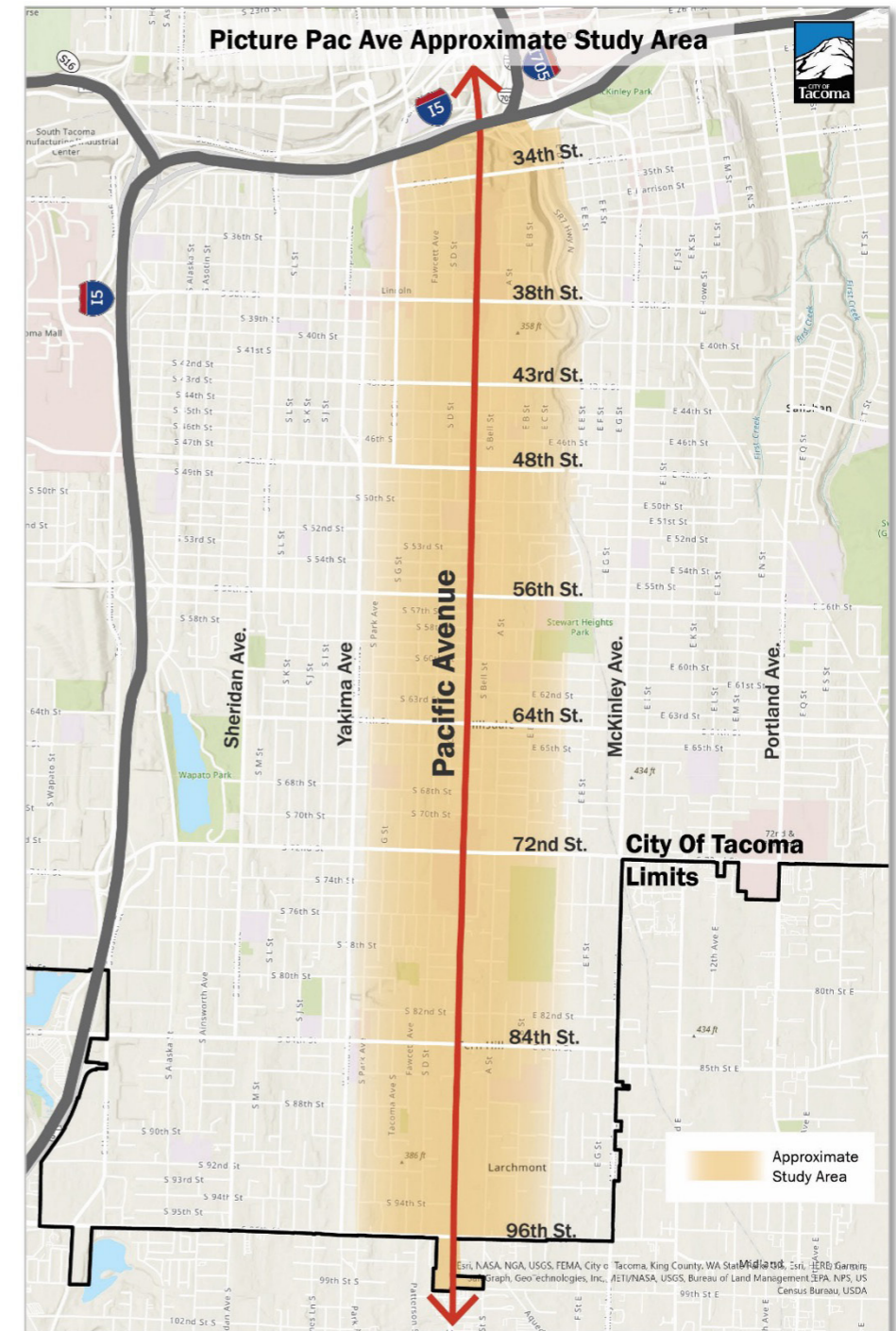
Determine what actions the City and its partners need to take to help achieve that vision over time

Elements

-  Community Vision
-  Housing
-  Zoning and Urban Design
-  Environment and Sustainability
-  Transportation and Connectivity
-  Infrastructure and Services
-  Economic Development
-  Community Engagement

Equity, Climate Resilience, & Public Health

Project Area



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.



Source: InterAction (2022, January 26). Tamarack Institute: Understanding Community-Led Approaches to Community Change.

COMMUNITY INFORMED	COMMUNITY SHAPED	COMMUNITY DRIVEN	COMMUNITY OWNED
Visions for change are adapted to suit the local context through community consultation.	Local visions for change are defined by the community within a set of parameters that are provided by an organization to achieve shared goals.	Local visions for change are created in partnership with community members and organizations, who share resources and collaborate to set parameters and make decisions.	Local visions for change are defined and implemented by the community, who are in control of all resources, parameters, and decisions.

INCREASING IMPACT ON THE DECISION

Engagement Tools

To achieve our engagement goals a variety of engagement tools will be employed throughout the project. These include both digital and physical outreach collateral and virtual and in-person events. The variation in tools and approaches should help make outreach convenient, fun, and inclusive.



**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**

Equitable Engagement Strategies

The City of Tacoma is dedicated to providing meaningful opportunities for structurally excluded communities to participate in the civic process, to help break down barriers, and work towards creating an environment of connection, trust, and communication. As such, Picture Pac Ave has developed strategies to help work toward equitable and inclusive engagement for the project. These include (but are not limited to) the following:

- Use a mix of virtual and in-person engagement methods to meet people where it's most convenient for them.
- Align engagement with other community events and organizations and offer events at various locations and times of the day.
- Ensure locations where public involvement takes place are ADA compliant, accessible by ADA-compliant transportation options, and that information is accessible for persons with vision or hearing disabilities.
- Provide for language interpretation, including ASL interpretation and closed captioning, at key community information sessions and events.
- Translate key project materials and surveys into Spanish, Korean, and Vietnamese.
- Consider the use of a cultural ambassador program to assist engagement efforts and offer a compensation policy for community members who contribute significant time and resources to the project.
- Be transparent with decision making – report back on how decisions were made, which feedback was incorporated, and which feedback was not.
- Work to build authentic and lasting relationships with business owners and residents. Utilize trusted community partners to help build those relationships and trust.

Languages for Translation

- Spanish
- Vietnamese
- Korean

Materials to Translate

- Project Fact Sheet
- Online Open House
- Survey

Cultural Ambassadors

Early Project Engagement

Early outreach for the project began in the summer of 2022 with “soft launch” engagement activities. During this time conversations were conducted with a variety of stakeholders including members of City Council, various boards and commissions, neighborhood councils, and community-based organizations. These early conversations helped to formulate key engagement strategies and also helped to “ground truth” information obtained through desktop research and census data. In early 2023, a Project Advisory Committee (PAC) was formed through City Manager appointment. The PAC comprises roughly 15-20 volunteer community members (compensation offered to those who qualify to reduce barriers to participation) representing a variety of stakeholder groups and the local community along and near Pacific Avenue.



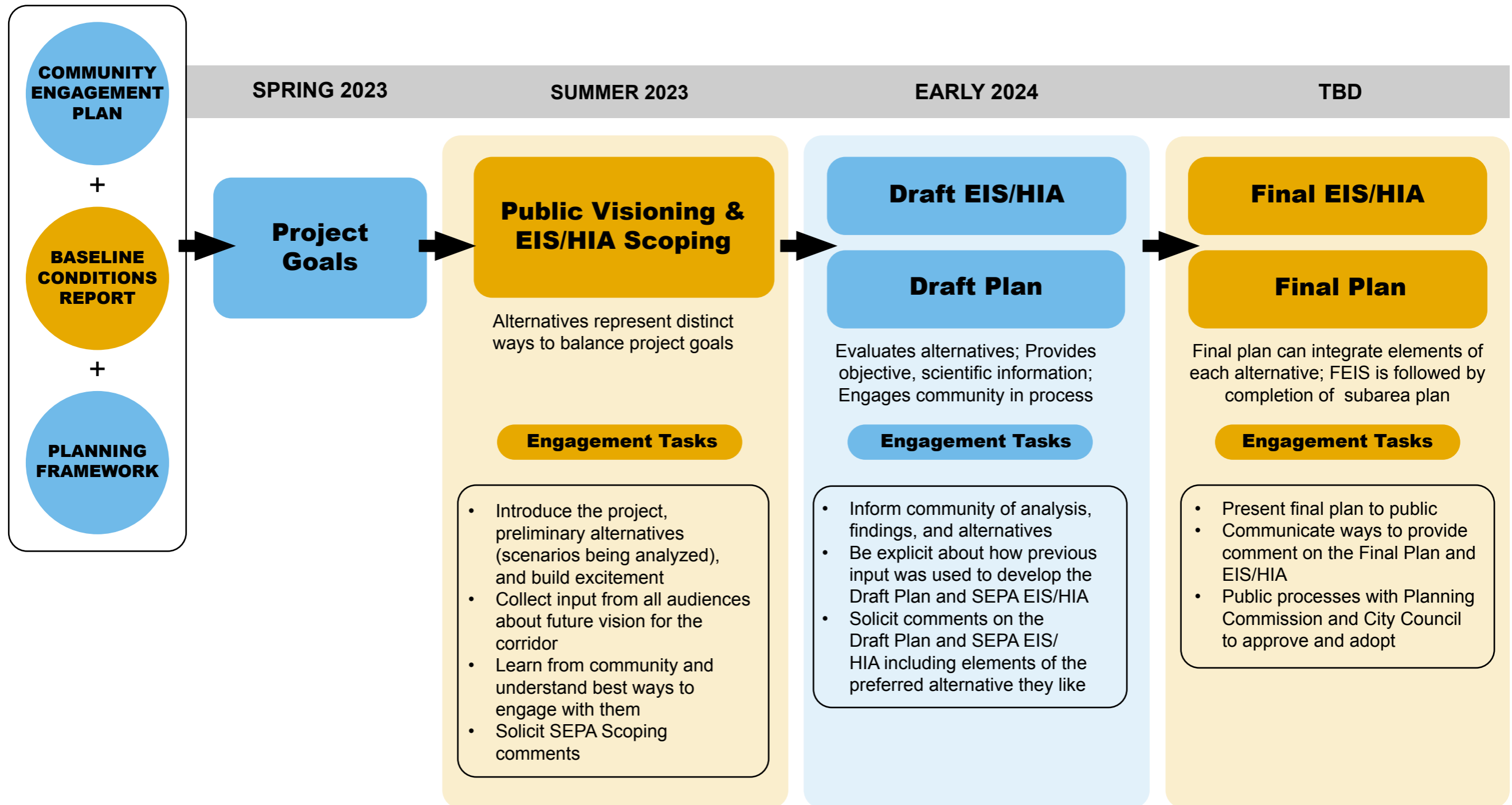
Project Advisory Committee

- Convenes roughly once every two months throughout project
- Acts as a sounding board– provides insight and helps “ground truth”
- Liaisons with broader stakeholder groups
- Helps formulate Project goals, priorities, and strategies & provides input
- Advises & helps with equitable engagement

PAC Stakeholder Groups

- Local Businesses
- Neighborhood Councils
- Institutions
- Cultural Organizations / Social Services
- Transportation / Transit
- Youth
- Housing / Tenants
- Environment / Public Health
- Disability Community
- City Commissions
- Project Advisory Committee
- Open Slots

Project Timeline and Engagement Phases



Early Project Themes

Through early “soft launch” engagement several key themes emerged as areas of focus for the planning process. From these major themes preliminary project goals were formed and then work-shopped for inclusion in the initial visioning/scoping engagement phase with the general community.

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.

Preliminary Project Goals



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

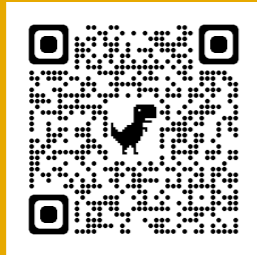


RESILIENCY

Promote Climate Mitigation, Sustainability, and Public Health

Get Involved!

Online



Project Webpage

CityofTacoma.org/PicturePacAve

PicturePacAve@CityofTacoma.org

@PlanningTacoma

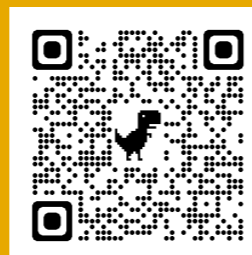
Online Open House

English



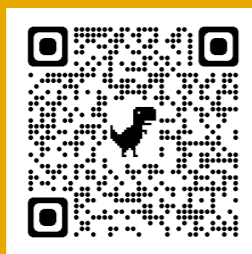
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Español



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한국인



bit.ly/picturepacavekorean

Tiếng Việt



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In-Person

Join us at a variety of in-person events including: community walks, tabling at local businesses and community events, and creative placemaking projects such as depaving and tree-planting events.

