Meeting Purpose

- Launch the TAG’s process and role, as described in the Work Plan: “Provide input and feedback as a sounding board for the Subarea Planning Process and the City during their respective parts of the project” and “serve as liaisons to the broader stakeholder groups they represent.”
- Gather TAG members’ insights in order to develop draft Public Engagement Plan.

Agenda

4:00  Welcome Exercise
4:10  Presentation
4:30  Breakout Discussion I – Introductions & Icebreaker
4:45  Presentation – Public Engagement Approach
4:55  Breakout Discussion II – Public Engagement
5:10  Report Out
5:25  Next Steps

Staffing

City of Fife
Steve Friddle

City of Tacoma
Steve Atkinson
Kenny Coble
Adam Nolan

Northwest Seaport Alliance
Deirdre Wilson

Pierce County
Sean Gaffney

Puyallup Tribe of Indians
Andrew Strobel

BERK Consulting
Rebecca Fornaby
Deborah Munkberg
Radhika Nair
Marcia Wagoner
Attendees

In addition to 17 members of the public who attended to observe the meeting, 24 TAG members representing all seven interest groups were in attendance, including

Adjacent Jurisdictions
Bill Adamson
Mike Brandstetter
Bill Pugh
Tiffany Speir*
Ryan Windish*

Neighborhoods
Joe Bushnell
Jordan Burman*
Ann Locsin*
Yvonne McCarty

Business and Industry
Troy Goodman*
Andrew Troske
Greg Unterbrink

Labor
Jared Faker
Mark Martinez

Environmental
Joel Baker
Lexi Brewer
Melissa Malott
Bruce Martin*

Regional Economic
Jacqueline Bellwoar*
Bruce Kendall
David Schroedel*

General
Frank Boykin
Tom Deming
Karen Zima

*Alternate
What We Heard

BREAKOUT DISCUSSION I

How have the Tideflats shaped the character of the City of Tacoma?

The first discussion question asked TAG members to write down a sentence or phrase describing how they believe the Tideflats have shaped the city. The most common theme across responses was that the Tideflats are an economic driver and source of jobs. Many of these answers also addressed the Tideflats’ impact on the natural environment, including mentions of the “Tacoma Aroma” and environmental cleanup efforts. A third major theme was the Tideflats as a gateway—both literally and symbolically—to the rest of the world. Finally, many noted that Tacoma’s “gritty” and “working-class” identity has been directly shaped by the Tideflats, as has the city’s deep appreciation for the natural environment.
BREAKOUT DISCUSSION II: PUBLIC ENGAGEMENT

Four discussion questions prompted groups to identify what elements might contribute to a successful public outreach process. The summarized responses below will inform the draft Public Engagement Plan, which members will review in TAG Meeting #2. Questions one and four have been combined due to the similar responses to these prompts.

Questions 1 and 4: What do you think about the proposed activities? What has worked in the past?

Overall approach

▪ At each phase, clearly show how public feedback has helped shape decisions
▪ Set shared expectations about what’s fixed and what can be influenced
▪ Establish a consistent feedback loop
▪ Be aware of who isn’t represented, capture demographics to help evaluate representation
▪ Use Meeting-in-a-Box and Visioning Workshops to engage those not represented in the TAG
▪ Engage people early, “not in a flurry at the end”
▪ Make events as accessible as possible by
  ▪ Hosting events at different times, on different days, and at a range of locations
  ▪ Hosting events on a predictable schedule
  ▪ Considering the needs of disabled individuals
  ▪ Providing childcare
  ▪ Publicizing events through a variety of channels

Events and tools

▪ Online survey
▪ Visioning meetings
▪ Social media
▪ Meeting-in-a-Box
▪ Project website that’s easy to find and regularly updated
▪ Public Open House (in addition to public hearing)
▪ Empowering and preparing TAG members to contribute their expertise at regular meetings
▪ Present at existing community events, such as T-Town

Communication and project identity

▪ Use plain language, avoid jargon
▪ Consider translating materials
▪ “It’s got to be catchy—how do you make it stand out?”
What or who is missing?

- Hearing and visually impaired individuals
- English learners
- Seniors
- People of color
- Tribe members
- Elected officials
- Neighborhood councils, small neighborhoods
- Police and fire
- Department of Ecology (to expedite environmental review)
- Friends of Hylebos Wetlands
- Metro Parks Tacoma
- Sea Scouts
- Emergency planning commission

- Surrounding jurisdictions
- Port users (east and west of Cascades), including
  - Ships that call to port
  - Smaller business owners and employees
  - Northwest Horticultural Council and Washington Wheat Growers Commission
  - Automobile importers
  - Aerospace, trucking, and rail
  - United States Customs and Homeland Security
  - Washington State Department of Transportation (WSDOT)
Are there any other resources or contacts that we should incorporate into the PEP?

- Industrial businesses
- Existing newsletters
- TAG members can help...
  - Find expertise and resources within their communities and organizations
  - Reach unions, including 50,000 union members in Pierce County
- Joint Base Lewis-McChord’s pending Surface Deployment Distribution Plan (SDDP) could inform the development of the Tideflats Subarea Plan.
- Jurisdictions and elected officials can help push out notifications.
Appendices

A. TAG sign-in Sheet
B. Public sign-in Sheet
C. Public comment forms
D. Lexi Brewer’s notes
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# TAG Members Please Sign In

**Tacoma Tidelands Subarea Plan**

**Tidelands Advisory Group Meeting #1**

February 20, 2020

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NAME: Onelida Arnold

What's your interest in the project?
- Preservation of our riverways and waterfront lands.
- Modernizing our green space to attract new generations.
- Removal of the detention center - a real stain on our city.

How do you think the Tideflats help shape the character of Tacoma?
Because of how the Tideflats are primarily being used I believe Tacoma is seen as an industrial city, with little room for innovation or value to the outdoors. Not a place to live, not a place to invest in.

What do you think about these proposed engagement activities?

What or who is missing from the proposed engagement approach?
- Diversity, environmental group representation, transportation-busing

What engagement techniques have worked well in your community in the past?
Being very transparent and offering a lot of opportunities for community input - having community members come and comment on the planning.

Are there any other resources that we should incorporate into the Engagement Plan?
PTAs, Community Health Centers, Small business associations, unions of all sorts, YMCAs & YWCA’s. Boys and Girls, Cigars, really we're all stakeholders - citizens involved in schools - pre-k - post graduate (k-12).
What's your interest in the project?
- Tacoma - Interested in the environmental & economic prosperity of the tidelands.
- Work for Ecology - I do public involvement for MPA cleanup sites.

How do you think the tidelands help shape the character of Tacoma?
They can easily define who/what Tacoma is.

What do you think about these proposed engagement activities?

What or who is missing from the proposed engagement approach?
- What is the commitment to the public using the JARZ spectrum.

What engagement techniques have worked well in your community in the past?
- Specific circles
- Cold walls for ideas
- Blogs - Social media
- Open house

Are there any other resources that we should incorporate into the Engagement Plan?
COMMENT FORM

TACOMA TIDEFLATS SUBAREA PLAN
TIDEFLATS ADVISORY GROUP MEETING #1
February 20, 2020

NAME: Barbara Church

What’s your interest in the project?
I care about the health & safety of the residents of Tacoma, environmental protection of the Salish Sea, Salmon, Puyallup tribe.

How do you think the Tideflats help shape the character of Tacoma?
I think it can be an economic engine for Tacoma but needs to be developed in a way that focuses on health & safety for Tacoma residents as well as promote development that priorities green industry.

What do you think about these proposed engagement activities?
I appreciate walking table to table & listening to people process, the Puyallup tribe has been a key partner in our state and world. I think reaching out to people in out-of-the-way areas will make decision-making harder. I think.

What or who is missing from the proposed engagement approach?
I should have been a key partner in our state and world.

What engagement techniques have worked well in your community in the past?
When people in the community share a concern, it would be helpful if it were addressed, acknowledged.

Are there any other resources that we should incorporate into the Engagement Plan?
I incorporate what is missing.
Even though the Puyallup tribe is on the Salish Sea plan, there should be government to government consultation. There should be disaster studies for industry brought into Tacoma.
NAME: Roger Martin

What's your interest in the project?
- Church environmental group
- Father of leader of West Coast team for Sound
- Know study on sea level and infrastructure

How do you think the Tideflats help shape the character of Tacoma?
- Dangerously. Where are TAG's real scientists?
- Geophysicists? Geologists? Oceanographers?
- Biologists? Ecologists?

What do you think about these proposed engagement activities?
- Dunne. Too much influence by RSE.

What or who is missing from the proposed engagement approach?
- Science is missing

What engagement techniques have worked well in your community in the past?
- Getting educated by real scientists - not business interest or predominantly

Are there any other resources that we should incorporate into the Engagement Plan?
- UW scientists. Team with other scientific groups, e.g., I-90, Foss Soundkeeper, State Dept. of Ecology. What are you going to cope with rising sea levels and subsidence of landfill along waterfront? Who has studied that? Why not?
NAME: Sean Aren't

What's your interest in the project?
To see a tidalflats subarea plan that is reflective of the realities of climate change, which means an end to fossil fuel expansion.

How do you think the Tidelflats help shape the character of Tacoma?
I think it shows us as a working class city but also displays our ignorance in regard to the climate crisis.

What do you think about these proposed engagement activities?
I think they include a diverse range of stakeholders but I have no interest in participating or including me, Pacific.

What or who is missing from the proposed engagement approach?
Citizen representatives from the Sustainable Tacoma Commission, reps from the University.

What engagement techniques have worked well in your community in the past?
Face to face conversations, incentives like stipends.

Are there any other resources that we should incorporate into the Engagement Plan?
NAME: Linn Malin

What's your interest in the project?
Keeping it healthy and talking to local groups. Not obsessed over by putting fossil fuel interests first. They do not deserve a seat on the table.

How do you think the Tidflats help shape the character of Tacoma?
They are essential to keeping a healthy ecosystem.

What do you think about these proposed engagement activities?
Fossil fuels need to be out of there. Oil corp interests should not have a say or be prioritized over our needs or keeping it healthy.

What or who is missing from the proposed engagement approach?
Puqalup tribe and local environmental groups.

What engagement techniques have worked well in your community in the past?
Offering food, etc for coming to meetings + forming it in a relevant way. Also talking to local groups.

Are there any other resources that we should incorporate into the Engagement Plan?
Environmental health advocates/experts.
COMMENT FORM
TACOMA TIDEFLATS SUBAREA PLAN
TIDEFLATS ADVISORY GROUP MEETING #1
February 20, 2020

NAME: Ronna Houston

What’s your interest in the project?
I want a plan that reflects the reality of climate change.

How do you think the Tideflats help shape the character of Tacoma?

What do you think about these proposed engagement activities?

What or who is missing from the proposed engagement approach?

What engagement techniques have worked well in your community in the past?

Are there any other resources that we should incorporate into the Engagement Plan?
1. What are the most important goals for community engagement [in the Subarea Plan] and how do we measure success?

- Making sure that all residents have equal opportunity for engagement
- Making sure that equity is centered and all communities within the region are engaged
- Measuring this is challenging, but keeping an eye on demographics here is key
- Public engagement needs to be distributed and accessible for it to be legitimate.
  - Accessible for all people and communities – vary it for community members.
  - Target local community groups and churches – go beyond the typical routes of engagement
  - Do this through multiple avenues – social media, websites, forums, community meetings, visual paper media
  - Schedule in-person events for times when working people can attend, and keep them short to respect their time and family needs.
  - Have multiple non-traditional ways to engage and be heard.
- Gathering public opinion/consensus:
  - Coordinate around metrics about what opinions and perspectives are wanted. What specific questions are we wanting answered?
  - Does TAG have a preconceived notion about public opinion on (blue-collar) job development?
  - Is there a desire to stop expanding fossil fuels or preserve water quality?
    - Commentary: At the end of the day the goal of public engagement is not just to provide an opportunity to speak to people, it’s to provide an effective vehicle for change that they want to see.
  - What kind of metrics or data are going to be most persuasive for the Subarea Plan Steering Committee?
  - What issues are THEY most interested in getting public opinion on?
- Providing information:
  - public engagement has to provide people with the information and tools to make decisions and be informed.
    - Just having a poll, or a comment period about such a complex issue like land use development is not going to be enough.
  - Many communities want to know what these means for them in the immediate future and down the road.
  - How this will impact their transit/transportation needs, job opportunities, health, and local communities resources, should be addressed while engaging the public. Specific community and regional dynamics and effects should be discussed.

- Empowering the public:
  - In an ideal public engagement strategy some decision making should be actually be made by the public.
  - Making this clear from the beginning of the process also help outreach and interaction by getting authentic by end.
• The worse types of public engagement processes are check box requirements that put little to know decision making power in the people’s hands.
• The TAG has been criticized by many as overfilled with government and industry persons and interests. The public engagement process needs to be an effective counterweight to that fact.
• Make sure the public knows where on the IAP2 spectrum the public will be giving input.
• Make sure that community engagement stays on track for where the subarea plan process is
• Make sure everyone is heard, thoroughly and completely
• Make it easy and convenient to gather input
• Make sure a range and sufficient number of Partner staff are engaged and able to provide perspective, listen to concerns, provide good contact information for follow-up questions, return calls/messages.
• Make opportunities to provide input frequent and equitable
• Don’t weight anyone’s input more or less than anyone else’s
• Measure success: leading indicators: # of input opportunities; advance notice of opportunities over a wide area; clear user-friendly information provided; range and sufficient number of Partner staff engaged and able to provide perspective; lagging indicators: input demographics that match the City; sufficient representation of all stakeholder groups provide input
• Make sure that the groundrules for community engagement and subarea plan development process are understood by the public.

2. Are there other community perspectives for targeted outreach?

• Connecting with local community leaders to hear their insight on best practices for engaging with their communities with targeted outreach will be a good source of wisdom
• Must be a balanced approach, engaging the full spectrum of economic, environmental, and social stakeholders. Note these are not mutually exclusive!

3. What are ways TAG members can help in sharing information about the project?

• Keeping things digestible and in common language will be very important
• This material becomes very jargon-y very quickly, so let’s think about accessibility
• Provide quick and frequent updates, and access to minutes/notes/presentation materials
• Use blog, website and other social media tools to communicate information