



# City of Bainbridge Island Sustainable Transportation Plan Final Engagement Plan

March 10, 2020

## PROJECT BACKGROUND

The Sustainable Transportation Plan for Bainbridge Island (STP) will establish the long-range vision for how people travel on the island. The Bainbridge Island City Council envisions a transportation system (including streets, trails, and multimodal options) that improves mobility and safety for all, while respecting the rural island character. A sustainable transportation system will contribute to a climate-resilient environment on the island and support the City's goal of reducing carbon emissions on Bainbridge Island by 90% by 2040<sup>1</sup>. Specific project goals include:

- Creating a unifying vision for the future of transportation on Bainbridge Island
- Articulating a holistic, inclusive definition of sustainable mobility with a suite of solutions tailored to people of all ages and abilities and within the island's unique context such as promoting public transportation and car-free options to islanders
- Integrating and updating the island's current transportation and land use visions
- Completing missing links and establish first and last mile connections
- Demonstrating transparent decision-making based on community values, with a clear link to implementation planning, investments, and subsequent funding requests

## PURPOSE OF COMMUNITY ENGAGEMENT AND KEY GOALS

This Engagement Plan details the community engagement process for the Sustainable Transportation Plan (STP), including preliminary goals, engagement tools, audiences, key messages, and materials. Project engagement activities are intended to help achieve the following goals:

1. Consult the public and those most affected by the project about how and when they can be involved and how their input will inform the City's decisions;
2. Provide a variety of meaningful, accessible (in language and ability), and equitable opportunities for the public to engage in the planning process;
3. Build public and stakeholder relationships around sustainable transportation and the STP's alignment with other planning efforts; and
4. Generate excitement for the plan's long-term vision and future opportunities for implementation.

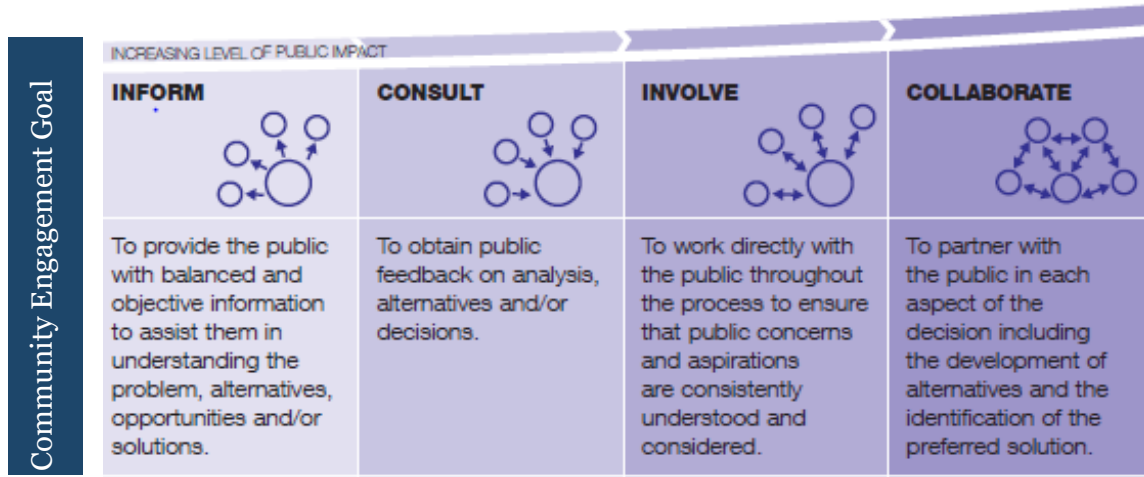
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<sup>1</sup> Bainbridge Island Climate Action Plan (Draft)



The selection of engagement tools for this project will be consistent with best practices adapted from the International Association for Public Participation’s Spectrum, including community engagement goals ranging from “Inform” to “Collaborate” (Figure 1).

**Figure 1 Community Engagement Spectrum**



Adapted from IAP2’s Public Participation Spectrum

## ENGAGEMENT TOOLS

The approach for each phase of the spectrum is described with the tools that could be used in the table below.

*\* Due to the emerging COVID-19 outbreak, the City of Bainbridge Island will continue to review its outreach tools with the safety of its community members and staff in mind. At this time, the City is exploring the possibility of limiting Phase #1 engagement to a fully online open house with remote participation supported by smaller pop-up events to minimize large gatherings. Additionally, this may include adapting the format of Task Force meetings. The City will continue to monitor the situation as it evolves and adjust as needed.*

Engagement Tool	Approach
<b>Community Engagement Goal: INFORM</b>	
<a href="#">Project webpage</a>	The Sustainable Transportation Plan page on the City of Bainbridge Island website will be a place to learn about the project such as goals, schedule, current work and updates, ways to get involved, project links and resources, and contact information. The webpage will be updated at key project technical milestones.
Pop-up engagement events See Appendix B for a list of potential events	To broaden project outreach efforts, the project team will share project information and collect feedback (as appropriate) at community events/gathering places such as Winslow Mall, Lynwood Center, Island Center, Rolling Bay, Coppertop Park, and a booth at the Saturday Farmers Market.
<b>Community Engagement Goal: CONSULT</b>	
Community workshop and open house	A community workshop and open house will share information and allow the team to obtain community feedback at two points in the project. The open houses will include informational materials, a presentation, and interactive activities to solicit input.

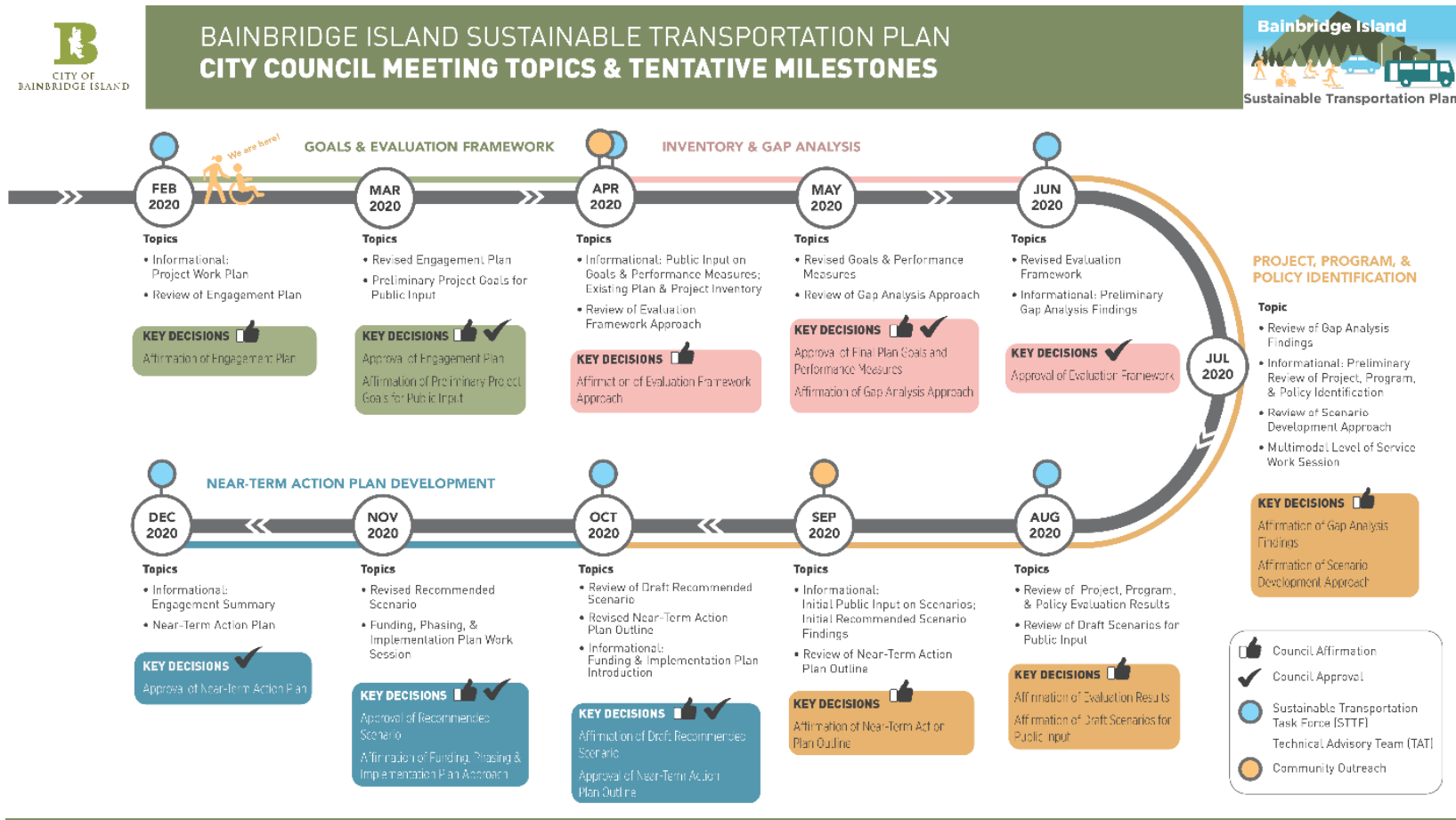
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City of Bainbridge Island

Engagement Tool	Approach
	<p><b>Engagement Phase #1:</b> Focuses on soliciting feedback on plan goals and mobility priorities to inform the STP. Community members will share what goals mean to them, as well as learn how sustainable transportation can be advanced on the island to improve their day-to-day mobility experiences.</p> <p><b>Engagement Phase #2:</b> Focuses on confirming feedback on community mobility priorities gathered in Engagement Phase #1. Community members can participate in an exercise to weigh scenarios and consider how to spend limited funds to implement plan priorities and advance the island's sustainable transportation goals.</p>
Online open house	<p>An online open house linked to the project website will launch just prior to the community workshop and open house, and stay active throughout the project (though the level of activity will vary in connection with engagement phases). The online open house will include similar content and feedback opportunities as the community workshop and open house, and will be accessible 24/7 to a broader audience.</p> <p>The online open house will feature Google Translate and social media sharing capability. The opportunities for learning and input will mirror the in-person open house.</p>
Outreach-in-a-Box	<p>The Outreach-in-a-Box toolkit will include project information and activities to collect feedback from community members during the two project engagement phases. The toolkits will be shared with interested organizations and community groups to facilitate their own meeting tailored to their needs and participants. Toolkits will be used as additional feedback in relationship with the public workshop, and online open house. Toolkits may accommodate multiple languages as needed.</p> <p><b>Engagement Phase #1 Outreach-in-a-Box kits will include:</b></p> <p>An activity for community groups to confirm plan goals and gather community feedback on mobility priorities to inform the STP. Community members will share what goals mean to them as well learn how sustainable transportation can be advanced on the island to improve their day-to-day mobility experience.</p> <p><b>Engagement Phase #2 Outreach-in-a-Box kits will include:</b></p> <p>An activity for community groups to confirm feedback on community mobility priorities gathered in Engagement Phase #1. Community members can participate in an exercise to weigh scenarios and consider how to spend limited funds to implement plan priorities and advance the island's sustainable transportation goals.</p>
<b>Community Engagement Goal: INVOLVE / COLLABORATE</b>	
Sustainable Transportation Task Force	<p>The Sustainable Transportation Task Force, appointed and convened by the City, is comprised of [15-20] volunteers that will meet on a bi-monthly basis throughout the project. The Task Force represents a cross-section of the community (including traditionally underrepresented voices) and will guide development of the STP. The role of the Task Force is to provide advice, local expertise, and unique perspectives, review ongoing work, provide input and recommendations to the plan, advocate for the Sustainable Transportation Plan outcomes, and network between the Task Force meetings to engage others in the planning process.</p>
<b>Community Engagement Goal: COLLABORATE</b>	
Technical Advisory Team	<p>The Technical Advisory Team, convened by the City, is comprised of the following departmental and agency representatives with an interest and a stake in transportation planning on Bainbridge Island: Planning, Public Works, Communications, Parks District, Planning Commission, Bainbridge Island School District, Washington State Department of Transportation, Washington State Ferries, and Kitsap Transit. The Technical Advisory Teams' role is to review technical analysis and advise the City throughout development of the STP.</p>

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City of Bainbridge Island

**PROCESS MAP**

The graphic below depicts the phases of the project, community engagement phases including Sustainable Transportation Task Force and Technical Advisory Team meetings, and Council topics and decision points.



## **KEY AUDIENCES**

In addition to residents and workers on Bainbridge Island, many agencies and organizations share an interest in sustainable transportation issues on the island. Key audiences include groups interested in and affected by decisions related to island-wide sustainable transportation planning. Local community organizations, advocacy groups, and social service providers will be consulted with through our Sustainable Transportation Task Force and general engagement, while agencies will be coordinated with through the Technical Advisory Team.

The City is committed to reaching underrepresented communities through tailored outreach, including Outreach-in-a-Box (see above) and event notifications through Helpline House, the Senior Center, the Boys and Girls Club, and the Filipino Community Hall. For additional information on Key Audiences see Appendix A.

## **NOTIFICATIONS**

Notifications through a variety of media will be used to keep community members informed of upcoming project milestones and events. The City of Bainbridge Island will use its robust networks and distribution lists to ensure that all residents receive project information through outlets such as its webpage, the COBI Connects monthly mailer, and the City Manager’s Report. The City will also reach key audiences through email distribution lists about project milestones.

Additionally, we will equip stakeholders on the Sustainable Transportation Task Force and Technical Advisory Team with information to share with their communities and networks about the project.

Lastly, for notifications regarding specific, time-sensitive outreach events and activities, the City will use its current social media platforms (Facebook and Twitter).

## **KEY MESSAGES**

The following draft messages will be reinforced through project outreach materials and activities and will evolve as the project progresses:

- The project will convene an inclusive community engagement process to articulate what matters most to the community (plan goals) and tying these values to our decisions (budget) to make investments that serve everyone.
- Implementation of the Sustainable Transportation Plan should result in a transportation system that supports the overriding goal of the City’s upcoming Climate Action Plan: Reduce carbon emissions on Bainbridge Island by 90% by 2040.
- The Sustainable Transportation Plan will build on the Bainbridge Island community’s good work to date. The STP is not a “start from scratch” project. The Sustainable Transportation Plan will use and integrate existing transportation planning, along with collecting new information to fill identified data gaps.
- The community will be actively engaged in identifying the vision, goals, and performance measures to guide the plan, and will help to identify where Bainbridge Island needs new projects, policies, and programs to fill gaps and create a holistic, sustainable mobility system.

## SUSTAINABLE TRANSPORTATION PLAN | FINAL ENGAGEMENT PLAN

City of Bainbridge Island

- Solutions will be more than capital projects that fill physical gaps in the network. They will be project, policy and program recommendations that create a holistic, supportive sustainable mobility system.
  - Infrastructure investments complemented by policies and programs are integral for meaningful, long-term behavior change.
  - Mobility options result in behavior change.
  - Providing safe, comfortable physical network connections accompanied by supportive encouragement, education, and enforcement programs and policies encourage people to try something new.
- Technical analysis will focus on answer the question: “Where is our transportation system falling short for people in our community?” and will include safety and equity analysis to understand who may be bearing disproportionate burden or experiencing inequitable outcomes.
  - Recognize that different populations have different needs.
  - Accommodate the most vulnerable first.
  - Design improvements to eliminate barriers.
- Community members seeking more information, or wishing to become involved in the process, are invited to visit the project website at [bainbridgewa.gov/1155/Sustainable-Transportation-Planning-Stud](https://bainbridgewa.gov/1155/Sustainable-Transportation-Planning-Stud)

## APPENDIX A: KEY AUDIENCES

Audience Group	Organizations
Advisory Groups	<ul style="list-style-type: none"> <li>▪ Climate Change Advisory Group</li> <li>▪ Island Center Subarea Planning Process Steering Committee</li> <li>▪ Race Equity Task Force</li> <li>▪ Low vision Task Force</li> <li>▪ Sustainable Transportation Task Force<sup>2</sup></li> <li>▪ Transportation Technical Advisory Team<sup>3</sup></li> </ul>
Departments/Agencies	<ul style="list-style-type: none"> <li>▪ Bainbridge Island Fire Department</li> <li>▪ Bainbridge Island Metro Parks &amp; Recreation District</li> <li>▪ Bainbridge Island Police Department</li> <li>▪ Bainbridge Island School District</li> <li>▪ Kitsap Transit</li> <li>▪ Washington State Ferries</li> <li>▪ Washington State Department of Transportation</li> </ul>
Businesses/Organizations	<ul style="list-style-type: none"> <li>▪ Bainbridge Chamber of Commerce</li> <li>▪ Bainbridge Disposal</li> <li>▪ Bainbridge Downtown Association</li> <li>▪ Bainbridge Island Taxis and Tours</li> <li>▪ Bainbridge Wineries</li> <li>▪ Franciscan Medical Clinic – Bainbridge Island</li> <li>▪ Virginia Mason Medical Clinic – Bainbridge Island</li> <li>▪ Kitsap Transit</li> <li>▪ Safeway</li> <li>▪ Swedish Primary Care – Bainbridge Island</li> <li>▪ Town and Country Markets Inc.</li> <li>▪ Viking Cab</li> <li>▪ Virginia Mason Bainbridge Island Medical Center</li> <li>▪ Island Fitness</li> <li>▪ Bainbridge Athletic Club</li> <li>▪ Wing Point Golf and Country Club</li> </ul>
Conservation Organizations	<ul style="list-style-type: none"> <li>▪ Bainbridge Island Land Trust</li> <li>▪ Bainbridge Island Parks Foundation</li> <li>▪ Bloedel Reserve</li> <li>▪ IslandWood</li> </ul>

<sup>2</sup> Sustainable Transportation Task Force members will be determined through an application and selection process by City Council

<sup>3</sup> Technical Advisory Team members:

- City Staff: Planning, Public Works, Communications
- Bainbridge Island Metro Parks and Recreation District
- Planning Commission
- Bainbridge Island School District
- Washington State Department of Transportation
- Washington State Ferries
- Kitsap Transit

**SUSTAINABLE TRANSPORTATION PLAN | FINAL ENGAGEMENT PLAN**  
City of Bainbridge Island

Audience Group	Organizations
Community Organizations	American Legion Post 172 Arts & Humanities Bainbridge Assistance Dogs Northwest Bainbridge Artisan Resource Network Bainbridge Island Museum of Art Bainbridge GreenWays Bainbridge Performing Arts Bainbridge Prepares Bainbridge Race Equity Network Bainbridge Youth Services Boys and Girls Club Filipino American Community Hall Helpline House Indipino Community Island Volunteer Caregivers Parent-Teacher Organizations (PTOs) Public Arts Commission Bainbridge Island FC Recreational sport clubs Rotary Club of Bainbridge Island Senior Center Squeaky Wheels Striders Sustainable Bainbridge
Media Outlets	Bainbridge Community Broadcasting Bainbridge Island Review Kitsap Sun
Social Media Outlets	City of Bainbridge Island Facebook and Twitter Community Facebook groups to share events such as: Bainbridge Islander Moms of Bainbridge Island Sustainable Bainbridge Organizations related to task force members
Private Schools/Childcare	Bainbridge Cooperative Nursery School Bainbridge Island Child Care Centers Carden Country School (K-3) First Years Childrens Center (Ages 0-5) Gateway Christian Schools (K-12) Hazel Creek Montessori (Ages 1-5) Hyla Middle School (6-8) Island Childrens Montessori School



**SUSTAINABLE TRANSPORTATION PLAN | FINAL ENGAGEMENT PLAN**  
 City of Bainbridge Island

Audience Group	Organizations
	Island Cooperative Preschool (Ages 1-5) Leaps & Bounds Montessori Preschool (Ages 2-6) Madrona School (P-8 Waldorf Education) Montessori Country School (P-6) St. Cecilia School (P-8) The Island School (K-5) West Sound Academy (6-12)
Tribal	Suquamish Tribe Suquamish Tribe – Department of Community Development
Elected Officials	Mayor Leslie Schneider Deputy Mayor Rasham Nassar Councilmember Joe Deets Councilmember Kirsten Hytopoulos Councilmember Kol Medina Councilmember Matthew Tirman Councilmember Michael Pollock Kitsap County Commissioner Robert Gelder

## APPENDIX B: POTENTIAL OUTREACH LOCATIONS

Event Name	Frequency	Date/Time/Location	Phase	Key Audience
Ferry pop-up	Any time	Afternoon weekday commute	2	Sound/BI
Winslow Mall	Any time	Saturday afternoon	1 or 2	BI
Pleasant Beach Village (Lynwood Center)	Any time	Saturday afternoons	1 or 2	BI
Safeway	Any time	Saturday/ Sunday	1 or 2	BI
Town and County	Any time	Saturday/ Sunday	1 or 2	BI
Weave Presents event at Rolling Bay Hall	TBD	TBD	1 or 2	BI
BI Metro Parks and Rec Music & Movies in the Park	TBD	TBD	1 or 2	BI
Football Booster pre-home games	TBD	TBD	2	BI
Bainbridge Island Farmers Market	Weekly	Saturday, 9-1pm; near Bainbridge Island Community Development	2	BI/Kitsap/ Secondary Sound
Bainbridge Island Parent Teacher Organizations	Monthly	Monthly meetings or scheduled events	1 or 2	BI
First Friday Art Walk Event	Monthly	Friday, April 3; 5-7 PM Friday, Sept 4; 5-7 PM	1 or 2	BI
Youth soccer games	Monthly	April 18, 9:30 am - 12, Battle Point Park	1	BI
BI FC	Monthly	April 20, 3:45-7 pm, BHS field September, Battle Point Park, Wooden Spoon tournament	1 or 2	BI
mEGGa Hunt	Annual	Saturday, April 11, 9-12	1	BI
Boaters Fair	Annual	May 2, at Waterfront Park	1	BI
Trillium Trail Run	Annual	May 9	1	BI/Kitsap
Bainbridge Pride Festival	Annual	June 20, at Waterfront Park	1	BI
Strawberry Festival	Annual	June, TBD	1	BI
Grand Ole 4 <sup>th</sup> Street Fair	Annual	Saturday, July 4 <sup>th</sup> , 9-5	1 or 2	BI/ Kitsap
National Night Out	Annual	August 4	2	BI/Kitsap
Harvest Fair	Annual	September	2	BI
BI School District	Annual	Back to school night/ open houses TBD, August/ September	2	BI
Downtown Halloween	Annual	October 31, TBD	2	BI
Pumpkin Walk	Annual	October	2	BI

## Partner Agency Outreach Opportunities

Agency	Frequency	Outreach Opportunity	Phase	Key Audience
Ferries	Spring	TBD, Spring Outreach	1	Sound/BI
Parks District	Fall	Course catalog	2	BI
BI School District	Quarterly	Parent newsletter	1 or 2	BI
BI School District	Spring	Bike/Walk to School Day, May 5	1	BI
Kitsap Transit	Quarterly	Tabling at Bainbridge Public Library on March 21	1 or 2	BI