

Neighborhood Engagement for Southeast Redmond Neighborhood Plan Update

The following neighborhood engagement techniques were used during the Southeast Redmond neighborhood plan update process. The techniques advance the Comprehensive Plan policy FW-2, which calls on the City to encourage active participation by all members of the Redmond community in planning Redmond's future.

Technique	Approach Specific to Southeast Redmond Neighborhood	New Approach and Evaluation for Techniques Applied during this Neighborhood Plan Update Process
Mailing and Emailing	Introductory and quarterly postcards and emails Just over 3,000 addresses per mailing	Quarterly mailing is new to this neighborhood plan update This technique seemed to have a positive effect on maintaining connections and helping additional people connect with the plan update process.
Network Emailing	Email communication through City eAlerts, businesses, home owner associations, and other community-based distribution	
Web	Redmond.gov homepage and Southeast Redmond neighborhood pages	
Calendars	Introductory events and quarterly meetings announced through City and community calendars	Community calendar use is new to this neighborhood plan update This technique may also have had a positive effect by way of directing people to the neighborhood webpages and quarterly open houses.
Social Media	Neighborhood Facebook, City Facebook and Twitter	These techniques continue to prove effective in building connections with neighborhoods and helping people stay engaged with planning processes, input and feedback opportunities, and events.

Attachment F: Neighborhood Engagement

Technique	Approach Specific to Southeast Redmond Neighborhood	New Approach and Evaluation for Techniques Applied during this Neighborhood Plan Update Process
Media	FOCUS newsletter and Redmond Reporter (print) articles specific to introductory process	These techniques continue to be effective in helping people become familiar with neighborhood plan update processes and associated events.
Signs	<p>Posters placed in community gathering places, multifamily bulletin boards, and at businesses</p> <p>Digital posters provided when possible</p>	<p>Placing posters at multifamily residential areas and in places of business are new</p> <p>Use of business digital bulletin boards (Genie Industries) also new to the neighborhood plan update</p> <p>This technique seemed to have a positive effect on neighborhood awareness of the plan update process and was noticeable during quarterly open houses.</p>
Flyers	Introductory and quarterly in-person distribution of flyers to businesses and multifamily residential areas	<p>This process is new to this neighborhood plan update</p> <p>This technique did not seem to have as positive an impact on participation and attendance at open house. Distribution of flyers to neighborhood businesses, particularly small businesses, did not increase participation by business owners and employees at the quarterly open house events.</p>
Cross-Communication	<p>Capitalize on other planned events to distribute information and to connect with people who live and work in the neighborhood:</p> <p>Woodbridge 4th of July Celebration and R-Trip Commuter Fair</p>	<p>This process is new to this neighborhood plan update</p> <p>Attending the community celebration seemed to have a positive an impact on participation and attendance at open house. Providing flyers for distribution at the commuter fair event did not seem to have as positive an impact.</p>

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Planner in the Park	Three introductory “open house” events, scheduled on different days and times to connect with people in the neighborhood. Advertised by postcard and techniques listed above	This process is new to this neighborhood plan update This technique provided a good opportunity for preliminary conversations, gaining an understanding of existing neighborhood conditions, and for inviting neighborhood participation.
Breakfast Meetings	In addition to introductory workshops and events and to regularly scheduled CAC meetings, two breakfast meetings offered an alternate time for people to share their perspective with the CAC	This process is new to this neighborhood plan update This technique also proved effective in helping form new connections with people who live and work in the neighborhood.
Frequent Open Houses	Quarterly open houses were offered at different neighborhood locations to help people easily connect to the neighborhood plan update process	This technique also proved effective by providing a variety of opportunities and venues for people who live and work in the neighborhood to learn about and comment on the CAC’s work.
Online Input and Feedback Opportunities	In combination with introductory workshops and open houses, online questionnaires invited people to share their perspective with staff and with the CAC Whole Foods Market offered incentives for completing online questionnaires	Incentives are new to this neighborhood plan update The incentives clearly provided a positive impact regarding participation in online questionnaires.