



City Of Oak Harbor Housing Action Plan

Public Involvement Plan

June 2020



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CITY OF OAK HARBOR HOUSING ACTION PLAN

PUBLIC INVOLVEMENT PLAN

Goal

The goal of the Public Involvement Plan (PIP) for the Housing Action Plan (HAP) is to achieve valuable public involvement and input during the project. The PIP acts as a guide to:

- ✓ Engage and obtain input from the public, key stakeholders, and various community groups and organizations in Oak Harbor and the surrounding community
- ✓ Convey project information in a clear and meaningful way
- ✓ Provide a transparent and open decision-making process

Project Overview

Washington State Engrossed 2nd Substitute House Bill 1923 (ES2HB 1923) granted the Washington State Department of Commerce (“Commerce”) \$5 million in the 2019 Legislative Session to provide grant funds to local governments for activities to increase residential building capacity, streamline development, or develop a Housing Action Plan. The City of Oak Harbor received an \$80,000 grant from Commerce to complete a HAP, the goal of which will be to assess current and future housing needs and offer strategies and recommendation for policy or development regulations that will allow for a variety of housing types with varying income ranges.

Per RCW 36.70A.600(2), the scope of work for a housing action plan is:

The goal of any such housing plan must be to encourage construction of additional affordable and market rate housing in a greater variety of housing types and at prices that are accessible to a greater variety of incomes, including strategies aimed at the for-profit single-family home market. A housing action plan may utilize data compiled pursuant to RCW [36.70A.610](#). The housing action plan should:

- (a) Quantify existing and projected housing needs for all income levels, including extremely low-income households, with documentation of housing and household characteristics, and cost-burdened households;
- (b) Develop strategies to increase the supply of housing, and variety of housing types, needed to serve the housing needs identified in (a) of this subsection;
- (c) Analyze population and employment trends, with documentation of projections;
- (d) Consider strategies to minimize displacement of low-income residents resulting from redevelopment;
- (e) Review and evaluate the current housing element adopted pursuant to RCW [36.70A.070](#), including an evaluation of success in attaining planned housing types and units, achievement of goals and policies, and implementation of the schedule of programs and actions;
- (f) Provide for participation and input from community members, community groups, local builders, local realtors, nonprofit housing advocates, and local religious groups; and

(g) Include a schedule of programs and actions to implement the recommendations of the housing action plan.

The City of Oak Harbor has chosen to develop a HAP that will focus on encouraging construction of a greater variety of additional affordable and market rate housing types that are accessible to a variety of incomes. Specifically, the HAP project will:

- ✓ Quantify existing and projected housing needs for all income levels
- ✓ Develop strategies to increase the supply of housing needed by those income levels
- ✓ Analyze population and employment trends
- ✓ Consider strategies to minimize displacement of low-income residents resulting from redevelopment
- ✓ Review and evaluate the Comprehensive Plan Housing Element
- ✓ Provide for participation and input from a variety of stakeholders
- ✓ Include a schedule of programs and actions for implementation of the HAP

Housing Action Plan Process

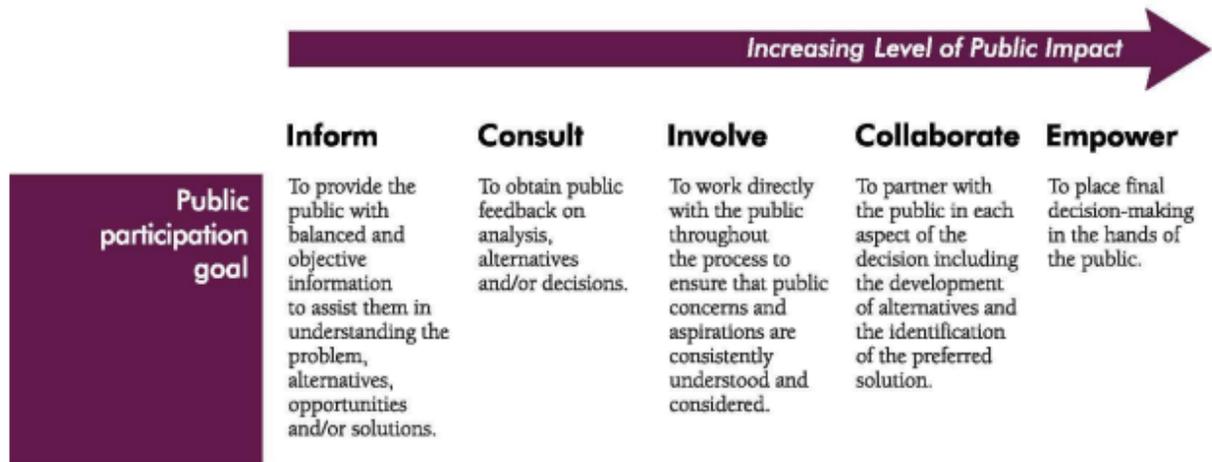
Below is a graphical representation of the process for the HAP project. A detailed scope of work is provided in Appendix B.



Public Involvement

Since the development of the HAP will require public input, and to ensure residents and stakeholders are given opportunity to remain engaged during the development of the HAP, the City has created this PIP that identifies effective strategies and various methods for public engagement. The overarching goal of the PIP is to provide a guide to proactively encourage public participation during the Housing Action Plan project.

Below is a graphic from the International Association of Public Participation (IAP2)'s spectrum of public participation, which shows varying levels of engagement based on the level of public impact. Because the level of public impact of the HAP is high, the public and stakeholders will be engaged at the "inform," "consult," "involve," and "collaborate" levels.



IAP2 Spectrum of Public Participation (source: www.iap2.org)

Project Team Roles

Development Services - City of Oak Harbor

The City of Oak Harbor Development Services Department will be the primary Project Manager for this HAP project. City staff will be responsible for the overall management and distribution of public information regarding the public involvement process. In addition, City staff will also:

- Coordinate with all applicable agencies, including Department of Commerce, who play a role or have direct interest in the development of the HAP
- In partnership with consulting team (LDC), provide frequent updates, as needed, on the City's website and project landing page
- In partnership with consulting team (LDC), develop a stakeholder advisor committee (SAC) made of key community and business stakeholders who have interest in the HAP
- Inform decisionmakers about HAP project requirements
- Inform Planning Commission, City Council, SAC and all interested parties of all key project milestones and deliverables
- Document and keep all public records pertaining to the HAP project

Primary Project Contacts

City of Oak Harbor

Dennis Lefevre

Senior Planner

dlefevre@oakharbor.org

360-279-4513

Dennis Lefevre, Senior Planner, City of Oak Harbor, is the Project Manager and responsible for day to day management of the project. LDC, Inc., is the contracted consulting team assisting the City of Oak Harbor during the project. All communications shall be directed to Mr. Lefevre.

Planning Commission / City Council - City of Oak Harbor

City staff, with assistance by LDC, Inc. will present information and key policy decisions to the Planning Commission and City Council at specific milestones during the HAP project. The Planning Commission will review proposed housing policy recommendations and will provide feedback to City Staff. Staff will then present draft documents, including the Housing Needs Assessment (HNA) and HAP, to the Planning Commission, and then they will forward their recommendation to City Council for their review and consideration. City Council will be periodically updated during the course of the project, with the final documents being presented for their consideration and ultimately final adoption.

Stakeholder Advisory Committee (SAC)

The City's HAP Stakeholder Advisory Committee (SAC) will be a group composed of no more than 12 members who have been identified by the project team as individuals, organizations and interest groups who represent diverse viewpoints of community stakeholders on housing issues in Oak Harbor. The SAC will work in conjunction with the HAP project team to provide feedback and guidance, including:

- Identifying existing challenges and barriers to providing affordable mix of housing types
- Assisting project team in considering various housing issues, various approaches to addressing housing needs and potential policy recommendations
- Review and provide comments on both the draft HNA and HAP

Public Involvement Strategy

A major component of this project is to allow for public participation and opportunities for engagement. The City and consulting team will provide for both online and in-person engagement opportunities throughout the project timeline. Any meetings associated to the project will be posted on the website in a conspicuous location.

A. Interested Groups and Citizens

The City will make every effort to fully engage and encourage involvement of all stakeholders, whether public or private, local tribes, Federal agencies, State agencies, housing and community service providers, and other local governments. A list of anticipated stakeholders is provided below, while a full stakeholder contact list is provided in Attachment A – Stakeholder Contact List.

City of Oak Harbor Decisionmakers/Advisory Bodies

- City Council
- Planning Commission
- HAP Stakeholder Advisory Committee

City of Oak Harbor Staff

- City Administration
- Development Services
- City Attorney

State & Federal

- Washington State Department of Commerce
- Naval Air Station – Whidbey Island

Tribes

- Samish Indian Nation
- Swinomish Indian Tribal Community
- Lummi Nation
- Stillaguamish
- Tulalip Tribes
- Upper Skagit

Other Local Government

- Island County Planning & Community Development
- Oak Harbor Public Schools

Business Stakeholders

- Oak Harbor Chamber of Commerce
- Economic Development Council for Island County

Housing & Community Service Providers

- Island County Human Services
- Senior Services of Island County
- Island County Housing Support Authority
- Habitat for Humanity of Island County
- United Way of Island County
- Opportunity Council

B. Stakeholder Advisory Committee

As noted above, the SAC is made up of key individuals who represent various organization and groups who have a vested interest in housing needs and availability. The SAC will “meet” either in-person or web-conference at periodic intervals throughout the HAP project. It is expected, at a minimum, that the SAC will hold at least 3 meetings:

1. Kick-off meeting – project discussion, goals/objectives, issues/challenges
2. Draft Housing Needs Assessment (HNA) – Review and comment on findings and data
3. Draft Housing Action Plan – Review and comment on policy recommendations

C. Public Outreach Approach

The City of Oak Harbor will provide public outreach methods that ensures the general public and key stakeholders are provided various opportunities to participate and are regularly informed about the project status.

Public Meetings

- Stakeholder Advisory Committee meetings will be held, either in-person (location TBD) or via online
- Planning Commission meetings/hearings will be held at City Hall
- City Council meetings/hearings will be held at City Hall
- Other in-person public engagement events may be held at other local events at City’s discretion

Online Media

- Project Webpage – A project website (landing page) will be added to the City’s website where citizens and interest groups can review draft documents and provide comments, view schedule information, check for meeting notices, and obtain general project information. The project landing page, www.oakharborwaHAP.konveio.com will be the primary website for the most up-to-date project information.
- Facebook – General information, including meeting dates and key dates will be published on the City’s Facebook page, including a link to the project landing page (see link above).
- YouTube – The public may watch Planning Commission, City Council and any other recorded meetings to obtain information about the project as they are available.

Mailing List

A stakeholder email list will be maintained by the City. The list will be used to notify stakeholders about key dates and general progress regarding the project. They will also be informed of various engagement methods and opportunities as they arise.

Surveys

Throughout the project, the project team may administer surveys to gather information and data regarding specific topics. Surveys will be found on the project landing page during various stages. The public will be informed as to when the surveys are available.

Media

The City's official newspaper (Whidbey News-Times) will be regularly informed about the HAP project and receive copies of all official notices. Notices will be sent to local news media to announce public engagement opportunities, key project dates and any general project information.

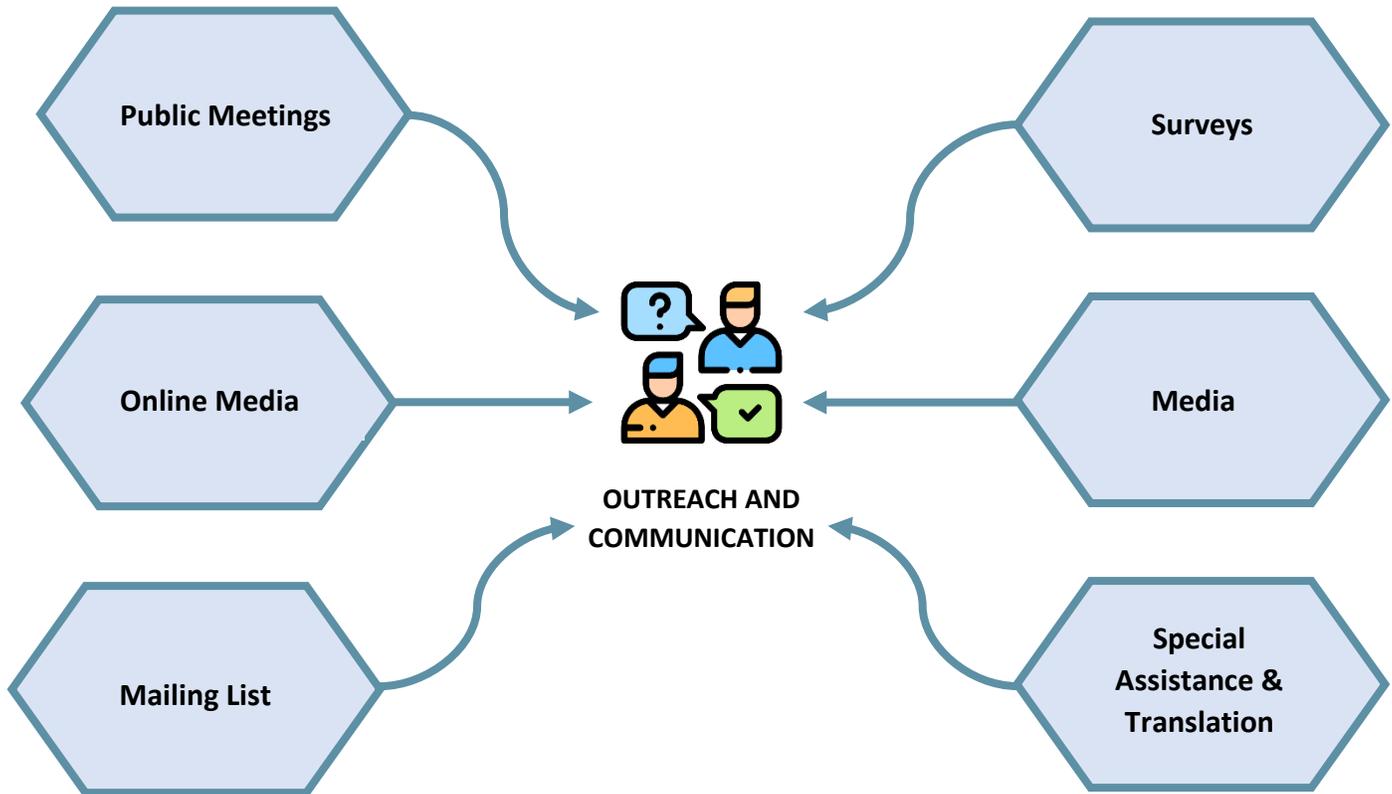
Other Posting Sites

Notices of public meetings, events and other key dates will be posted at all City official noticing locations, including Oak Harbor City Hall, Oak Harbor Library, Oak Harbor Public Works Department and Oak Harbor Chamber of Commerce. Notices may also be posted at other locations at the City's discretion.

Special Assistance/Translation Needs

To the best extent possible, the City should identify the best method to disseminate information to those who require special services or document translation. This includes individuals with Access and Functional Needs (AFN), individuals covered under the Americans with Disabilities Act (ADA) and people with Limited English Proficiency (LEP). This engagement is in conjunction with the participation of local, state and federal government partners. While the City of Oak Harbor currently does not meet the minimum requirements for LEP persons, the City can contact translators should the need arise.

Public Outreach Approach



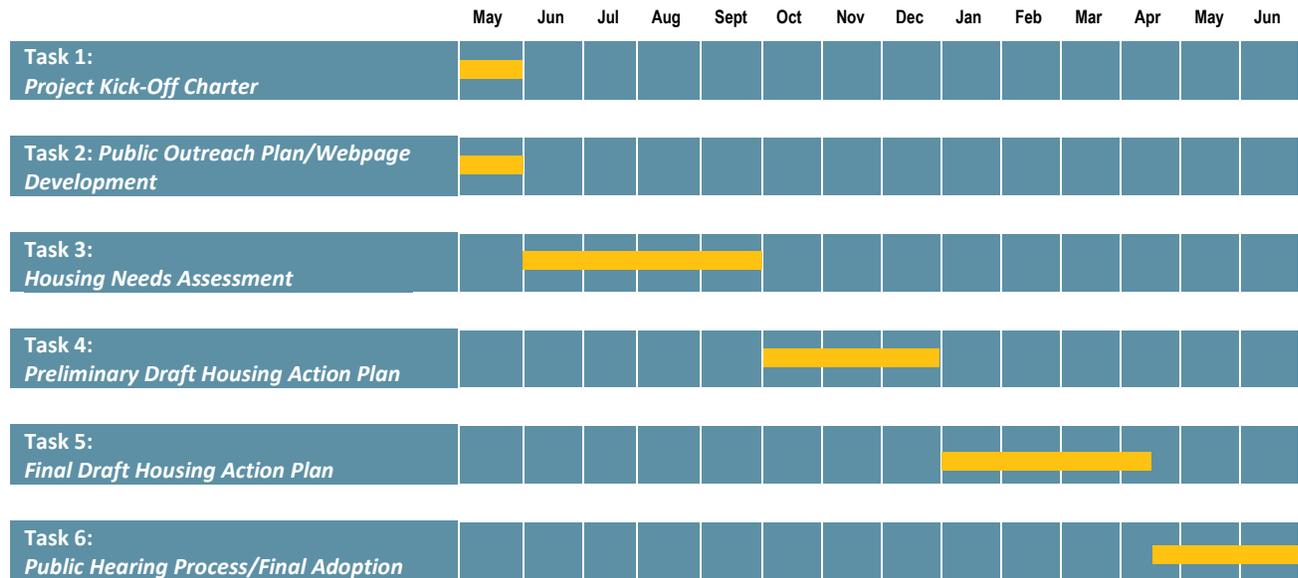
Communications Protocols

Dennis Lefevre, Senior Planner, City of Oak Harbor, is the Project Manager. Any external communications (i.e. project stakeholders, public, media, etc.) will be routed through Mr. Lefevre. No external communication is to be routed to the consulting team.

Dennis Lefevre, Senior Planner, City of Oak Harbor, dlefevre@oakharbor.org, 360-279-4513

Project Timeline

The following is an estimated project timeline, which is subject to change. Refer to Appendix B – Scope of Work and Appendix C – Project Timeline for more details regarding specific project details and schedule.



PIP Risks and Opportunities

As is the case with most long-range plans requiring public involvement, there is always some level of risk depending on the overall success of the engagement process. The following items outline potential issues, threats and risks the HAP project faces with regarding to garnering public participation. Some of these items are repeated from the Project Charter.

1. Lack of understanding of the project – A HNA and HAP are needed to identify both short- and long-term housing needs within the City of Oak Harbor. The overall process and methods of identifying these needs may not understandable to the general public. The project team should collectively work together to ensure that messaging is clear, understandable and accurately represents the issues raised by project stakeholders and participants.
2. Public engagement methods – Due to the recent COVID-19 pandemic, State and Federal government have placed restrictions on public gatherings, severely impacting opportunities for traditional public engagement methods. Even after the pandemic passes, there may be a greater fear of meeting in-person for quite some time. This has a significant effect on those who prefer to engage face-to-face vs. online, either by choice or because of a lack of online resources (Internet). The project team will need to assess current conditions at the time of each phase of the project, adjust participation

methods and ensure that whatever the current health directives and social distancing protocols are in place, that the public is engaged to the best extent possible.

3. Difficulty in reaching underserved or transient communities – Similar to item 2 above, there may be some challenges in reaching out to sectors of the community that have limited access or ability to participate. These may include low-socio economic segments, military families who frequently move, or the elderly population which may not have the ability to easily connect and participate.
4. Some community groups may feel underrepresented – The subject of housing availability and affordability is a challenging and, in many ways, sensitive topic of discussion amongst many socio-economic, political and age groups which may lead to debate. As a result, there may be final policy recommendations that may not fully address concerns of particular groups or citizens.
5. Survey may not accurately represent all stakeholder and public interests – Surveys are challenging in many ways. Survey questions may be difficult to understand, or they may be misleading or open-ended. Many times, surveys are too lengthy, which then leads to disinterest in the entire survey. Because of this, there may be a lack of respondents, which then leads to ineffective results. Surveys for this project should be short, easy to understand and used only sparingly where data proves to be very useful for data collection.

Appendix A – Stakeholder Contact List

Federal & State

Organization	Name	Title	Contact Info
NAS Whidbey	Brian Tyhuis	Community Planning Liaison Officer - NASWI	brian.tyhuis@navy.mil

Other Local Government/Organizations

Organization	Name	Title	Contact Info
Oak Harbor City Council	Jeff Mack	Councilmember	jmack@oakharbor.org
Oak Harbor Planning Commission	Amy Malmkar	Planning Commissioner	amy@cbkoetje.com
Island County Planning & Community Development	Jessica Carpenter	Director	j.carpenter@islandcountywa.gov

Business Stakeholders

Organization	Name	Title	Contact Info
Economic Development Council for Island County	Sharon Sappington	Executive Director	info@edcislandcounty.org

Housing & Community Service Providers

Organization	Name	Title	Contact Info
Island County Housing Support Center	Joanne Pelant	Housing Resource Coordinator	jpelant@islandcountywa.gov
Habitat for Humanity of Island County	Orin Kolaitis	Chief Executive Officer	volunteer@islandcountyhabitat.com

Real Estate Agents/Builders/Lenders

Organization	Name	Title	Contact Info
Clifton View Homes	Ted Clifton	Owner	cvhdw@whidbey.net
Eagle Building Company	Bill Criswell	Owner	info@eaglebuildingcompany.org
Lexar Homes	Dave Orth	Owner, Burlington Branch	dorth@lexarhomes.com

Valley High Investments, Inc	Colin Smith	Project technician	colin_smith30@hotmail.com
Huseby Homes, LLC	Darin Huseby	Owner	darin@husebyhomes.com
Skagit/Island Counties Builders Association	Charles (Wayne) Crider	Executive Officer	Wayne@sicba.org)
Peoples Bank	Catherine Martyn	Sr. Real Estate Loan Officer	Catherine.martyn@peoplesbank-wa.com

Appendix B – Scope of Work

PHASE 1: LEARN

ACTION 1.1: INITIAL CITY VISIT/LEADERSHIP/PROJECT MANAGEMENT

STEP 1.1.1 Meet with appropriate City staff. Discuss existing housing conditions, community values/needs/issues and goals and expectations of Housing Action Plan. Discuss schedule, deliverables, communication protocols, public outreach methods/opportunities.

ACTION 1.2: PUBLIC INVOLVEMENT PLAN (PIP)/ESTABLISH WEBSITE – STORY MAP

STEP 1.2.1 Establish stakeholder advisory committee (SAC).

STEP 1.2.2 Identify and involve local and regional developers with interest in developing low- to moderate-income housing.

STEP 1.2.3 Develop PIP outlining: schedule, approaches, methods, goals, activities, stakeholders, team responsibilities, identification of venues & translation needs.

Deliverables/Assumptions:

- Kick-off Meeting
- City Housing Tour
- SAC Membership/Charter
- PIP/Schedule
- Project Website – Story Map

PHASE 2: EXPLORE

ACTION 2.1: HOUSING NEEDS ASSESSMENT (HNA)

STEP 2.1.1 Quantify existing and projected housing needs for all income levels, including extremely low-income households/documentation of housing and household characteristics/cost burdened households (Housing Gap Analysis).

2.1.1.1 Document type and age of housing.

2.1.1.2 Identify how many households in each income segment are paying more than 30% of income for housing.

2.1.1.3 Identify housing and household characteristics.

2.1.1.4 Identify various levels of cost burdened households.

2.1.1.5 Project housing needs based on anticipated population forecast/all income levels.

2.1.1.6 Analyze population trends/forecasts.

2.1.1.7 Develop plan for maintaining existing housing stock within the City.

STEP 2.1.2 Review and evaluate effectiveness of current code provisions related to housing (Land Use Code Audit).

STEP 2.1.3 Identify barriers to accessing and production of housing.

STEP 2.1.4 Consider strategies to minimize displacement of low-income residents resulting from redevelopment.

STEP 2.1.5 Review HNA with SAC.

Deliverables/Assumptions:

- Complete draft HNA to review with SAC and Planning Commission.
- GIS maps/visuals supporting HNA, identifying housing needs within City (neighborhoods).

PHASE 3: PRELIMINARY STRATEGIES

ACTION 3.1: DEVELOP INCENTIVES, STRATEGIES AND PROGRAMS INCREASING THE SUPPLY/VARIETY OF HOUSING TYPES IDENTIFIED IN THE HOUSING NEEDS ASSESSMENT

STEP 3.1.1 Identify housing types that are recommended and allowed by zoning.

STEP 3.1.2 Identify the types and densities of housing needed based on demographic and economic segments.

STEP 3.1.3 Identify incentives and regulations to encourage a variety of housing types.

STEP 3.1.4 Review trade-offs in various code requirements as they affect the yield of housing development (i.e. parking requirements, setbacks, and open space).

STEP 3.1.5 Evaluate the Housing Element to determine the effectiveness of development regulations in implementing these policies, whether short/long-term, fiscal impacts.

STEP 3.1.6 Develop financial analysis based on the identified incentives.

STEP 3.1.7 Review with SAC.

Deliverables/Assumptions:

- Complete list of incentives and financial analysis.
- Coordination with staff during strategy development.

PHASE 4: DRAFT HOUSING ACTION PLAN

ACTION 4.1: PRELIMINARY DRAFT HOUSING ACTION PLAN

STEP 4.1.1 Development of draft Housing Action Plan.

STEP 4.1.2 Provide draft to staff/leadership/public for comment and review

4.1.2.1 Implement PIP, as developed in ACTION 1.2.

STEP 4.1.3 Identify schedule of programs and actions to implement the recommendations of the Housing Action Plan.

Deliverables/Assumptions:

- Draft plan for staff/leadership/public review.
- In collaboration with City, provide updated project information to website/storymap.
- LDC to coordinate with staff for public noticing.

PHASE 5: FINAL REVIEW & ADOPTION

ACTION 5.1: FINAL HOUSING ACTION PLAN

STEP 5.1.1 Refine and finalize documents based on staff/public/SAC comments.

STEP 5.1.2 Additional review/comment by PC/CC at public hearings.

Deliverables/Assumptions:

- Provide clean final copy of Housing Action Plan and supporting documents.
- Final website update with complete document.

Appendix C– Project Timeline

Below is an estimated project timeline. All dates are subject to change, with the expectation that the Housing Action Plan must be adopted by early June 2021 in order to be completed by the June 30, 2021 Department of Commerce deadline.

2020		
April 22 – May 31	Project Kick-Off	April 22
	Project Schedule Finalized	May 1
	Project Charter Completed	May 15
May 1 – May 31	Public Involvement Plan Review/Approval	May 22
	Project Landing Page	May 22
	Stakeholder Advisory Committee Formed	May 29
June 1 – September 30	Begin Housing Needs Assessment Research	Jun 1
	Open HNA Survey	Jun 8
	Meeting/conference call with SAC	Jun 11
	Close HNA Survey	Jul 6
	Public Meeting (TBD)	Jul 21
	Planning Commission HNA Review	Aug 25
	City Council Workshop HNA Review	Sept 23
October 1 – December 31	Begin Preliminary Draft HAP	Oct 1
	City Staff Review Draft HAP	Nov 1
	SAC meeting/conference call	Nov 10
	Planning Commission Review HAP Draft	Nov 19*
	City Council Review HAP Draft	Dec 16#
2021		
January 1 – April 15, 2021	Begin Final Draft HAP	Jan 4
	SEPA Determination Issued/Published	Feb 5
	SEPA Comment Period Ends	Feb 19
	SEPA Appeal Period Ends	Mar 5
	City Staff Review Final Draft HAP	Mar 8
	SAC meeting/conference call	Mar 16
	Final Draft HAP sent to Commerce	Apr 5
April 15 – May 31	Planning Commission Public Hearing	Apr 28
	City Council Public Hearing/Adoption	Jun 1
	Final Plan/Ordinance sent to Commerce	Jun 14
June 30, 2021	HAP Plan Adoption Deadline	

* Special Planning Commission Meeting due to Thanksgiving Holiday on Nov 26

Special City Council Workshop Meeting due to Christmas Holiday week of Dec 21