



Public Notification

City of Tacoma | Planning & Development Services

Government, Performance and Finance Committee
August 3, 2021



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Definitions



- Mandatory Legal Notifications
- Discretionary Informational Notifications

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●●● Environmental Services



Possible Communication Methods:

- Brochures mailed directly to residents
- Quarterly newsletter – articles and announcements
- Slides at utility bill pay stations throughout Tacoma
- Cart tags educating customers about “contaminant” materials
- Automated voice messages for resident phones
- Talk shows on TV Tacoma, news magazine segments, public service announcements
- YouTube videos, Facebook, and Twitter
- City website – FAQs, steps to recycle, minimize odors and pests
- Ads – print and animated online, in local newspapers
- Vehicle Signage
- Neighborhood Council presentations
- Presentations at non-English speaking forums
- News releases and news release videos

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●●● Environmental Services



Public Education and Outreach Efforts: **Every-Other-Week Garbage Collection**



- 1** Research and Planning ~ **\$246,000** (today's dollar)
 - Pilot Program
 - Measure customer acceptance
 - Examined education & awareness options
- 2** Citywide Implementation Campaign Strategy ~ **\$186,000**
 - Design an overarching positive marketing theme
 - attract public attention
 - reduce negative feeling
 - Provide engaging, easy to understand instructional materials
 - Utilize various existing and new communication outlets
- 3** Knock and Talks ~ **\$440,000** (today's dollar)
 - Costly and labor intensive outreach strategy
 - 16 project staff for 171 days
 - Extensive training required
 - ~ 54,000 single family households



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Environmental Services



Recycle Reset Example Cost Summary: Glass Drop-Off Launch Advertising

Date	Type of Communication	Vendor	Reach	Cost
10/30/2019 – 1/22/2020	Social Media Posts	Facebook	17,799	Free
11/6/2019 – 1/17/2020	Online Ad	City Website	281,945	Free
12/9/2019 – 12/2019	TV Ad	Click!	10,500	Free
12/15/2019	Postcard	Internal	58,000	\$3,599.57
12/14/2020 – 1/8/2020	Radio Ad	AudioGo (Pandora)	49,537	\$1,500
12/16/2019-1/5/2020	Radio Ad	KNKX	98,300	\$2,000
12/19/2019 – 12/27/2019	Social Media Posts	Twitter	21,997	Free
12/26/2019	Print Ad	Volcano	40,000	\$250
12/28/2019	Print Ad	The News Tribune	38,762	\$480
12/17/2019-12/29/2019	Online Ad	The News Tribune	658,064	\$720
12/16/2019-1/3/2020	Online Ad	Northwest Military	14,621	Included in print ad
12/30/2020	Social Media Posts	Instagram	714	Free
1/2/2020	Print Ad	Volcano	40,000	\$250
3/29/2021	Postcard	Internal	58,418	\$4,216.83
Totals			1,388,657	\$13,016.40

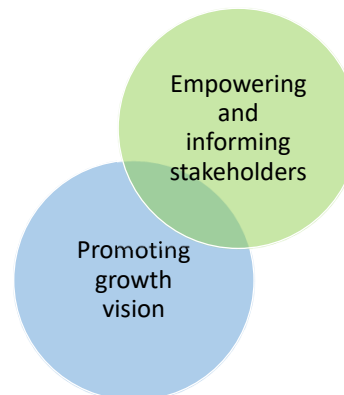
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PDS Goals



- Development consistent with the community's vision for a growing and thriving Tacoma
- Informing and educating community stakeholders through various and different mediums



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Construction Permit Requirements

Work in Progress: Commercial

Anticipated Completion: June 2020
 Owner:
 Developer Agent
 Development Company Name
 747 Market Street
 Tacoma, WA 98402
 253-591-5000

For Additional Information:
 253-591-5000

General Contractor:
 Tacoma Construction Co.
 733 Market Street
 Tacoma, WA 98402
 253-591-5030

To anonymously report unsafe conditions
 at this work-site, call 311.
 Para reportar condiciones peligrosas en un
 sitio de trabajo, llame al 311.
 No tiene que dar su nombre.



To see other permits issued
 on this property, visit:
www.tacomapermits.org



- Director's Rule – Project Sign
 - Required for development permits meeting SEPA thresholds and 5+ dwelling units
- Notice of Construction
 - Letter/Flyer for ROW impacts from contractor

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Current Planning Code Requirements

Land Use Permit Notices: TMC 13.05.070

- Very prescriptive notice language based on state law
- Required for any discretionary land use permit, including decision notices
- Public Notice sign posted on site
- Notification distance varies from 100 to 2500+ feet
- Comment periods vary from 14 to 30 days

TACOMA PERMITS CITY OF TACOMA Planning & Development Services Department 747 Market St, Box 345 Tacoma, WA 98402		PUBLIC HEARING*	Date of Notification: 12/22/2020 Application Received: 11/11/2020 Application Complete: 11/24/2020
Applicant: Robert Plummer, for Royal Construction Group	Location: 7504 Pacific Avenue, Parcel 7680000250	Other Required Permits: Building Permit, Site Development Permit, Work Order	<p>Public Hearing: You may testify in person at the public hearing or you may submit comments in writing prior to the public hearing to the staff contact listed below. A complete copy of the Hearing Examiner decision will be mailed to those parties who request a copy or to those who have commented on the project. Appeal provisions will be included with the decision.</p> <p>Date: 03/04/2021 Time: 9:00 AM</p> <p>Location: To be determined. Contact staff person listed below for hearing information. (It is likely that the hearing will be held virtually.) The full hearing schedule can be viewed here: https://www.cityoftacoma.org/cmp/One.aspx?portalid=150&pageid=198241</p> <p><small>*You are receiving this postcard because your property is located within the required notification radius of the proposal. No action is required, but we invite your participation in the process.</small></p>
Application No.: LU20-0241	Proposal: Rezone approx 12,000 square foot parcel from R-2 Single Family to C-1 Neighborhood Commercial Zoning to build a 12-unit apartment building.	Environmental Review Comments Due: 01/12/2021 at 5:00 p.m.	
<p>For further information regarding the proposal, log on to the website at tacomapermits.org and select "Public Notices". The case file may be viewed by other methods upon request to the staff person listed below.</p> <p>Documents to Evaluate the Proposal: City of Tacoma Comprehensive Plan, Tacoma Municipal Code</p> <p>Studies Requested: Applicant Narrative</p> <p>Staff Contact: Shirley Schultz, Principal Planner, 747 Market St, Box 345, (253) 591-5030, shirley.schultz@cityoftacoma.org</p> <p>Environmental Review: The City has preliminarily determined adverse environmental impacts are unlikely and anticipates issuing a Determination of Non-impact only opportunity to comment on the environmental impacts of the proposal.</p>			

PUBLIC NOTICE

Application No: LU19-0034

Applicant: City of Tacoma Environmental Services

Proposal: Shoreline Development Permit - Conditional Use Permit for construction of a new large diameter surface water interceptor and outfall into the Thos Foss Waterway. Park to be constructed under separate permitting.

Comments due 4/22/19

To submit comments or obtain information contact:
 Planning & Development Services Department
 (253) 591-5030
www.tacomapermits.org

Postcard

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Sign

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Current Planning Code Requirements

Enhancements:

- Subscription email to all Land Use Notices – weekly distribution
- Mailings are sent to residents (e.g., renters) as well as code-required property owners

Proposed:

- Non-Interim Tideflats regulations include further amendments that will make noticing more flexible (fewer words)

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Long Range Planning Procedures

	Project Phases	Community Engagements and Notifications	
Planning Commission Process	Initiation and Scoping	<ul style="list-style-type: none"> • Project Initiation Announcement • Stakeholders/Community Groups • Planning Commission Mailing (1,000+) • Websites and Project Updates 	<ul style="list-style-type: none"> • News Releases, Social Media • Public Scoping Hearing <i>(see notifications for Public Hearing below)</i>
	Analysis and Review	<ul style="list-style-type: none"> • Stakeholders/Community Groups • Planning Commission Mailing (1,000+) 	<ul style="list-style-type: none"> • Websites and Project Updates • News Releases, Social Media
	Public Hearing	<ul style="list-style-type: none"> • Stakeholders/Community Groups • Planning Commission Mailing (1,000+) • Websites and Project Updates • News Releases, Social Media • Open Houses/Informational Meetings 	<ul style="list-style-type: none"> • Notices – Properties within 2,500 ft • Notices – State, Tribe, JBLM, Libraries • Notices – Tacoma Daily, TNT • Signs on site
	Recommendation	<ul style="list-style-type: none"> • Stakeholders/Community Groups • Planning Commission Mailing (1,000+) 	<ul style="list-style-type: none"> • Websites and Project Updates • News Releases, Social Media
Council Process	Study Session, Public Hearing and Adoption	(Similar to Planning Commission process)	

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Long Range Planning Case Study

Home In Tacoma Project (2019-2021)

- **Scope:** Develop a new vision for housing growth in Tacoma
- **# of Notices:** 80,000+
- **Cost for Printing/Mailing:** \$20,000 (approximately)
- **Engagement Strategies and Outreach Efforts:**
 - Builds on AHAS efforts
 - Housing Choices survey
 - Story Map, Virtual Housing Cafés
 - Informational meeting
 - Interactive housing scenarios map
 - Planning Commission/Housing Equity Taskforce
 - Public/stakeholder meetings (50+)



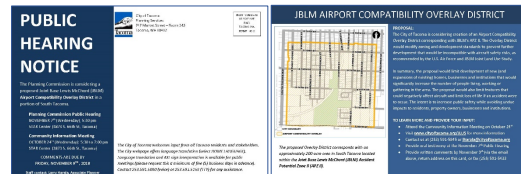
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Long Range Planning Case Study

Airport Compatibility Overlay District (2018-2019)

- **Scope:** Develop an overlay district corresponding with JBLM Accident Potential Zone II
- **# of Notices:** 1,700
- **# of Signs on Site:** 8
- **Cost of Notices/Signs:** \$3,000 (approximately)
- **Engagement Strategies and Outreach Efforts:**
 - Stakeholders groups
 - Collaboration with JBLM, the City of Lakewood, and South Sound Military and Communities Partnership
 - South End and South Tacoma Neighborhood Councils
 - Three versions of public hearing notices tailored for distinguished target audiences



Sign Installed on Site

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Notifications Overview



Current Planning

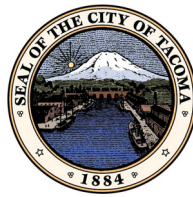
- 13,158 Decision and Notices postcards mailed in 2020
- \$26,500 budgeted for postage/printing/graphics/advertising

Long Range Planning

- 80,000+ Home in Tacoma only
- \$160,000 budgeted for postage/printing/graphics/advertising

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Public Notification

City of Tacoma | Planning & Development Services
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