

City Clerk: Hanke ([00:00:53](#)):

All.

Mike Millman (Councilmember) ([00:01:25](#)):

Let's bring council meeting to order. This is March 2nd, 2024. Council retreat. I welcome everybody. This will be a review of our strategic plan, kind of a macro overlook on our strategic plan and we'll get started. We, okay, here's the agenda. Roll call we have

City Clerk: Hanke ([00:01:53](#)):

Council member Evans Brenda, council member Edwards. Present. Deputy Mayor Randolph. Here. Mayor Millman. Here. Council member Bess Campbell. Present member council member arm here. Council member Taylor.

Mike Millman (Councilmember) ([00:02:14](#)):

Okay, next up we have place the please stand for place Flag the United States of America and to Republic,

City Clerk: Hanke ([00:02:27](#)):

Which stands One Nation Underground in visible with liberty

Mike Millman (Councilmember) ([00:02:38](#)):

And public comment. Period. Do we have anybody signed up? I'm

City Clerk: Hanke ([00:02:51](#)):

Sorry,

Mike Millman (Councilmember) ([00:02:54](#)):

Nobody. Public comments, first business item, council retreat, strategic

City Manager: Brandon Buchanan ([00:02:58](#)):

Plan, review and discussion. We'll be reading that. I will mayor. So good morning all. Thank you for giving up your Saturday. It was sunny when I got here. It doesn't look like this so it's not quite as bad feel, but thank you for coming in this morning. This is I guess a couple opening thoughts. First of all, my intention is for us to kind of facilitate this very informally if that has a consensus of council, the discussion type session. We're hoping try to get some feedback on some important issues and that important issue of course us is just as we're getting into, we're not really in budget season yet, but this is a very important precursor to that. I think we're going to spend a little bit of time going through just refreshing everybody's memory on the adopted strategic plan at this council about it a couple of years back, but then also look at the progress, which I think there's been quite a bit of progress on that in the last couple of years.

([00:03:57](#)):

Look at what's left and then really the heart of the conversation today is supposed to be kind. What is the focus area the next or areas for the next couple of years, including what the upcoming budget. So today's conversation is supposed to be and hopefully we will be very, as the mayor said, macro, very

high level. We're not at the point with budgeting where we have a good handle on revenue forecast and expenditure trends, all that kind of stuff. So we're not envisioning getting into we want to do X project data. I don't think that's going to be helpful today. Instead it's where we at on your strategic plan and what are our top two or three areas when your top two or three areas go into the upcoming year, the upcoming budget cycle obviously just refresh. Again, our budget process will take off in areas early summer and we'll have an adopted budget for 25.6 by the end of the year.

[\(00:04:52\)](#):

So again, hoping to focus on two or three really narrowed down and that doesn't mean that we're not going to be doing things across that strategic plan, but really it gives me a good idea to start where when I start coming up with the budget proposal for council to consider this year of what areas is really those priorities and where we need to be focusing resources. Also, this gives me a lot of time and this half team a lot of time to come up with some of the ideas to help implement some of those strategic planning initiative. So just initial conversation, there'll be lots more of this throughout the process. But with that I think we can kick it over to Kevin and Kevin. I kind tag team in this conversation today. If you want to go ahead and review the strategic plan and progress and then we can start giving to the initiatives. Good morning counsel. See the agenda and it's before you as well. So I'm just going to go through brief review of the strategic plan, where we're at, where we're going,

Asst City Mgr: Kevin O'Neill [\(00:05:56\)](#):

And then have a conversation with you about what the future looks like. It is a pretty healthy PowerPoint but I'm not planning on reading every word. The focus here is to hear the conversation that you guys have, so don't be intimidated by how the PowerPoint I'm trying to breeze through pretty quick. So this is kind of where we're at. The strategic plan is turning two years old, come May. It was adopted in May of 2022. This is the one page summary. We came up to summarize that the big strategic plan document, it established the city's mission governing guidelines and the desired future and to meet that desired future council adopted eight initiatives that cover built environment, so things like infrastructure development, social environment covering things like engagement parks, natural environment. So this was kind of the climate action plan stuff, electrification of the fleet and then looking within, looking at the city as an organization and what we can do there.

[\(00:07:09\)](#):

So these, as part of these is going to be ideally the focus of today, but first I wanted to kind of run through some of the action items that we had in this strategic plan. One of the documents before you is our internal implementation tool. So what you'll see on the screen is also documented in this document. This document broke things down into short-term action items and long-term action items. So what I'm going to go through is the short-term action items, which were planning to be done in years one and two, which again is kind of where we're at right now is wrapping up the second year of the five year plan. And as you can see, green means it's completed or it's in progress or it's on time or it's ongoing, but generally things are looking good, we're following the plan and things are good. Yellow either is not started or maybe behind schedule, but the document is full of a lot of accomplishments. So like I said, I'm not planning on reading everything but just highlighting a few things. Comprehensive plan as well, underway surface water comprehensive plan completed, streetscape completed.

[\(00:08:30\)](#):

Lots going on with the 522, 202 interchange ongoing, but you can see lots and lots of green as you go through the document before you feel free to ask any questions either today or after today. But like I said, I just kind of wanted to breeze through this because it's more about the conversation about the initiatives looking forward that's important for us today. So again, lots of rain, climate action plan

completed economic development plan, completed housing action plan completed. And that's not to say that all of the action items that were created under those plans are completed, but the process of completing that plan, that thought exercise and that development of what we'll be doing looking forward to meet those goals, that planning process is done.

(00:09:27):

A good example of kind of completed and ongoing is this last one here. So leveraging technology. So we've completed quite a bit of things, implemented new systems, our new public facing JS portal. So it's great we've adopted these things, but at the same time technology's always evolving. There's new tools, there's more we can always do and so it's an ongoing exercise but still seeing success as we go. And then looking to the future, as I mentioned, things like the housing action plan, economic development plan. There was a lot of action items within those plans and those will start to be things that we work on, especially as we look at the next budget, the 25, 26 budget. But these were all identified as action items in the strategic plan that would come after a year or two. So still on our radar still be conversations in the future, but just kind of following that natural process of developing a plan and then moving forward with the action items in those plans.

(00:10:36):

So again, a few other items, climate action plan, et cetera. So here we are back at the aid initiatives. Over the past several months we've kind of heard loud and clear that initiative four, strengthen woodinville's social infrastructure, especially the engagement component of that as being something that council is interested in looking deeper in. So as you probably saw from my email earlier this week and the agenda, that is where we're looking to start the conversation off today. We want to hear from you how we can better meet expectations and understand what those expectations may be. But then beyond that, we are, as Brandon said, we're looking, we want to look and hear from you of what else should we should be focusing on either for the remainder of 2024 or as we prepare the budget for 25 26. So at this point I'd like to pause and kind of get a conversation going amongst two to figure out what are there of these initiatives beyond the fourth one, beyond the engagement piece, which of these are important to you as you see it today? I guess starting with before we get to the other two or three confirming, I don't think I'm going to be

City Manager: Brandon Buchanan (00:11:52):

Surprised by this answer, but are we correct on number four with community engagement and that piece probably one of the big priority areas moving forward into or maybe 24 and really 25, 26 places?

Rachel Best-Campbell (Councilmember) (00:12:07):

I think it depends on, I think it's about if we want more engagement in the processes that we have, I think we need to be thinking more about future engagement in meetings, not telling people what we've done, but telling people how we can get involved before we do something. We used to have the email, I know that there are still people, we town those emails and I think that's a good low cost email, get into people's inboxes at least just to get a stem. But I'd like to see more engagement on that and getting people back here, not just telling them, by the way, while you weren't paying attention, we did this. I think I'd like to flip that around.

Asst City Mgr: Kevin O'Neill (00:12:47):

And if I may, just a housekeeping item. If you could use your microphones, we're recording and on teams so they'll pick up in the teams even though we can hear each other right in here just so we can record it and the public can see it.

Michelle Evans (Councilmember) ([00:12:59](#)):

Okay, so I do agree that number four is a big one, but I also think that we invest in number six. So I actually believe given what has happened in the last year here in Woodinville and given all of the building that's coming, all of the commercial space that's coming, we have an economic development plan, but we don't have somebody who is dedicated to building a diverse economy that we said that we wanted to have. So I really feel like we need to have somebody who's focused on getting out there, identifying strategically what will help Woodinville in terms of diversifying our business base because Woodinville wants on sales tax, we need to make sure that we have a really strong vibrant business community here, which will then allow us to fund the rest of this stuff. And so I really feel like it's something that we should explore of getting an economic development or response.

David Edwards (Councilmember) ([00:14:02](#)):

So I actually believe four encompasses all of the ones up there because if we are able to strengthen our community engagement and involvement, we build relationships with partners to strengthen each one of these ideas in terms of us being able to better understand these issues from the community, getting community involvement in the process along the way. So keeping people involved at the beginning, middle and then let 'em know what happens at the end as well. So I really think streaming forward is kind of an overarching thing that really will benefit us in areas in the long run as we build that out, both make each one of these things a little easier and more productive with our community.

Sarah Arndt (Councilmember) ([00:14:38](#)):

I echo the idea that court is vitally important for all of those reasons. I think it six, it is going to be really important, especially with the loss of all that and questions about the, we need to have a plan be in front of these things. I would elevate number two here because I think particularly when you look at multimodal transportation, pedestrian safety, this is something that people in the city are asking about or asking about sidewalks, crosswalks, and particularly as we're going into a season where we have a lot of construction, we're going to have a lot of road detours, a lot of congestion, and so finding a way to add transportation options in the short term will help with that and I think it contributes not only to our tourism, it contributes to our climate action, it contributes to livability. So it is again one of those areas. It touches a lot of different things.

Al Taylor (Councilmember) ([00:15:46](#)):

So when I look at it, I'm looking, I see items that are interest to the city staff and to the council agenda, but I also look at number three. If you look here and you poll the residents of the community, what they would like to see, I'm sure that number three would be a big hitter. They would like to see us finish up on our parks and recreation offerings. We put together a cohesive plan there.

Asst City Mgr: Kevin O'Neill ([00:16:30](#)):

Okay, so I think what we're hearing is a confirmation that number four is a priority for council. I'm happy to hear that because we very guided conversation for that. Also hearing number six, so economic development, resiliency number two, road safety as well as number three. So parts and those types of things. What was Frank?

Mike Millman (Councilmember) ([00:16:59](#)):

Yeah, I want to add, I was looking at number eight because when I'm looking at the other stuff I really need, I think council needs to understand, I'm sorry.

[\(00:17:13\)](#):

I think council really needs to understand where city staff, what the capacity in the budget as well as personnel and what relates to all the other seven items and sometimes I don't have, we can throw all kinds of stuff out there and just we need to understand is that feasible possible within budget constraints, within staffing constraints, and then my opinion is formed based on what's possible. So enhanced parks and recreation offerings, council member Taylor's, right? That's one of the items that the community's asking for, but we have budget constraints, we have staffing constraints. What does that look like and where do we prioritize it and what can we accomplish within budget and staffing constraints?

City Manager: Brandon Buchanan ([00:18:03](#)):

Yeah, I think that's a good point in that we've identified now four or five of these as priorities and I said we're going to try to hit items in all of 'em, right? It's not like we're going to ignore five of them for the benefit of three of 'em, but the point being that the dynamics of the city are changing is such that it is not an endless, well this point we're kind of used to for the last decade or so, whether it's staff time or certainly financial, like I said, we're not going to be into the specifics of it because we're not there yet, but knowing that we talked about with the economy changing everything locally, it is going to have to be a little tighter than it has been in the past. So we're going to have to go into this with that understanding. We're not going to be able to just do everything up there. We have able in the past, we're starting to get that limit of staff time and financial resources to do all this stuff. So it is going to be an interesting budget conversation. I don't think it's doom and gloom at this point. I don't quote on it yet, but I don't think we're there. But it's going to be more of a, we've got to be more strategic about those items we're going to be able to do.

Rachel Best-Campbell (Councilmember) ([00:19:09](#)):

So part of that is Woodinville used to be very dependent on consultants and we've added staff to the point that I think we're pretty much at what we can afford. I think we need to kind of go back to that model of lean city where we hire up business development. I think that that's something that you can get behind. I think it's a lot more cost effective. You're likely going to get a better product because you have an entire organization that's built around economic development. But apropos of that in our economic development plan itself, and again that's a subset of six. We talked about affordability for local businesses and I'd like that again, that's where I think a consultant can come in, we can get a better understanding of the businesses that come back. A lot of businesses leave and they don't come back, but what does come back is a business that is more expensive than perhaps people Woodinville can't afford to shop at. So I think we need to be diligent in using consultants versus hiring staff. Hiring staff comes with benefits, salary comes with all those other things and we're used to doing that. So I think we can kind of go back to our roots.

City Manager: Brandon Buchanan ([00:20:15](#)):

That's a great point too. I think the city is a contract city. That's why we're in the financial position we're in I think is because we have taken on the expenses internally that we have to, but to the extent possible have kept those contracts where they ebb and flow with needs and demands. And I've had lots and lots of hours and hours of conversation with previous councils about this topic, but trying to figure out when it's right to do consultant versus in-house is always an art. I think too, a lot of times we fold it down, is it doing work? Are they safeguarding or is that role safeguarding intangible of the city, right? I think

there's some nuance there that we've got. I'm not advocating wait, but it is obviously going to be kind a lead by need analysis of what that looks like.

Michelle Evans (Councilmember) ([00:21:03](#)):

Yeah, advocating to direct that we should just explore economic development in general. I going to say though, I've been highly disappointed in some of the consultants that we've hired in the last couple years. They've been unprepared. It seems like they have a copy paste template that they're just shoving us into if need get somebody for economic development that's outsourced, they need to be highly focused on Blue Bill and driving the food bill story and not just a copy paste and sucking up their fees, which I feel like some of our people have done. Our climate action people, they were off.

City Manager: Brandon Buchanan ([00:21:37](#)):

I think that's a great point and that comes back to what job are we trying to do? Does that fit best with somebody who has some skin in the game who represents as part of Woodenville or is it they're here for that X amount of couple hundred hours and then they're gone, right? So that's something I think every one of those we've got to think through what works best and again, we've been very successful with Contract City. It works well for us when we're teaching about what we're using those for because it also comes with, it's not just hiring a consultant in his hands off us, the comp plan for example, how many hours that Robert and his staff spend with that. Even though we have a consultant, we're paying a lot of money to work that, right? So even if we just have somebody, we are still managing that and their connection with the local environment. So it is always an what we're looking to do.

([00:22:30](#)):

So if we're of course we can keep having a conversation on items here, say we're not going to do, I'm also not taking off table because we're not at that point in life conversation, but I think this has been helpful feedback. We expect you to have a longer conversation about the community engagement piece. Kevin's got some slides to go through on that. Help us dive into that and then maybe we circle back to this and kind if there's one or two that really are standing out to the group, we can get some just general consensus on. We can have some conversations. We're not necessarily prepared to talk about any of those other ones in depth because we haven't really heard of consensus on some of those, but we can certainly have as much of a conversation as we can today on that and always come back to some of those in the future. But if we're all right now we can go into the piece.

Asst City Mgr: Kevin O'Neill ([00:23:23](#)):

I'll start this by saying I really wanted to be here. Unfortunately she recently had death in the family and is just jumping too much to have been able to make it so she's very sorry that she wanted to be here, but it just didn't work out. So we wanted to go over a high level kind of summary of what we're doing already, what the program looks like and then kind of go, we have some questions we wanted to go into and get that feedback that I mentioned earlier from this group to have a conversation. So this is kind the work file that came out of the process for the strategic plan. These were the things when we did the engagement, we did the town halls, we did the surveys when we went out into the public, these are the things we heard. So this is kind of the constant topics we're trying to balance.

([00:24:20](#)):

Things have always changed in the last couple of years. Things have become more important, things become less important. There's been things that didn't exist back then, the AX news that wasn't even on our radar. The things with she and Michelle, there's always those unforeseen items that are then injected themselves into or engagement program, that kind of things a little more challenging, but we're

always jumbling various topics and to manage those topics and to do our best to engage and communicate. We have a few tools at our Disposal City website and I'll say, so on this table you can also see how long it takes to do these types of things. Sometimes it sounds like, ah, I'll just do Facebook post. It's not always that easy. And so these are the tools and then I wanted to go through just two examples of these tools and the process we go through just to kind of give you some context of what it looks like behind the scenes.

[\(00:25:24\)](#):

So we're often using our Citi website, especially the news flash items just yesterday and today we pushed out two items. One being the CAP call for suggestions, the other being the state of the city video. So that's a great way to get it out there, get it on social media for the push alerts or not push alerts, the emails to the subscribers, which I think we're up to 1200 subscribers at this point, which is not bad. And it's been growing in the past year. The video features like the state of the city that we recently did that one project took us roughly three months and many of those days there were nine hour days working solely on that because it just take time surveys, it takes time to prepare them, it takes time to advertise 'em to synthesize the data. Second slide with some other things, public events, mailers, press releases. Sometimes it's easy, sometimes it's complex. I think this gets to Mike's point about understanding that the lift that's requires some stuff, right? Sometimes it's easy. You

City Manager: Brandon Buchanan [\(00:26:43\)](#):

Said just let's do this one thing real quick and it is not necessarily your guys' job to worry about everything that has to be done behind the scenes to make that happen, but just reemphasize with these slides that there is a lot of behind the scenes stuff that has to get done for even little stuff to that video. I know how I doing a lot of work on that for three months straight and that wasn't an anticipated workflow thing when we just kind of started that process. So it's not your guys' job to worry about that per se, but just wanted to drive that point home. There's quite a bit of work that goes on behind the scenes on all these human seemingly innocuous things.

Mike Millman (Councilmember) [\(00:27:19\)](#):

Well first off, I mean I thought the video was great. I know a lot of work went into it was really appreciated, but it's one of those things that I think we can get a better bang for a buck because if the tree falls in the forest, nobody's there to hear it. We don't know if it makes it sound. So 1200 subscribers is great but we have 14,000 people, 15,000 people in Woodinville. We should try to get that number up or higher engagement so that people can interact with our government. We represent the people. So if in order for us to make decisions, we need to know what residents of woodinville want and typically we don't have that great of a turnout at council meetings to give a sample of what the residents of woodinville want. So we need to figure out a way to engage with the people we serve better than we're doing so that we can push information out, particularly on complex issues, the GMA, why do we have to meet the GMA requirements? What does that mean and what are we doing about it? Complex issues to the public that we serve and then getting better feedback back. So that's what I'd like to see happen.

Rachel Best-Campbell (Councilmember) [\(00:28:44\)](#):

I was just going to say it's instructive to see how long it takes to do each of these items and what type of response we get for them. So it takes three, six months for a video and only a hundred people have seen it. That's certainly not a good use of staff time. That goes back to the staffing resource issue. I think that the consideration needs to be more information is more better, get more things out there. But also, I mean even something simple like work with local businesses. Celebrate Woodinville is great but those

are months every four or five months we have grocery stores that are a grocery store that's willing to work with the city. I think we need to go through where the people are and not have them come to us, but we go to where they are. So if we could have a sign in front of Kagan that they would be kind enough to put happening the city council this week and make it more of a community type event that way and make it easier for people to have a drive by as opposed to actively choosing to engage, we're going to them.

(00:29:40):

I think it's going to be easier on staff time to be more affordable. I think it'll be more effective. We are still going to need surveys and focus groups and things like that, but that can be, we can plan that ahead of time and then we can plan engagement. But I think that being where people are just on the daily boring type of life that we all live running errands, where do you go? Where do people congress? The sports fields to me seem like a perfect opportunity. Some sort of a billboard out there. Waterproof would be a great way to get information. I think low cost easy stuff like that people would appreciate.

City Manager: Brandon Buchanan (00:30:18):

Sorry,

James Randolph (Councilmember) (00:30:21):

Keeping with that a little bit, one of the problems with this is we don't necessarily know where the people are so we can't necessarily advertise directly to people and people engage in very different ways. Not everyone is going to say, Hey, I want to go sit in the council meeting. That's not everybody's level of engagement and what they want to do with their time. What I would love to see is some way to actually manage our long running objectives in the very public, not necessarily directly atory way, but the way to actually gather information. Because that's the way I have actually seen a lot of people that gave is they go, they actually look for the information and they contact one of us when they can't find what they're looking for. What's going on right now in terms of nurse or what's our long term plan with the trestle?

(00:31:15):

Where is the status of things that are going on with legislative court? So things like that actually come to us when people go, Hey, I heard about this thing a while ago. Whatever happened to that and whatever happened to that should be something that they can notify and that's not just helpful for the general public. I will say that that's informative and helpful for us as council members because we have a place to go in look and go, I remember that this thing took place in the council commission or some news or a part of the transportation commission that I was part of and here's where that stands right now. We should know very publicly on the Woodinville site that transportation is going to be opening up in Redmond for the light rail. That's something that our public wants to know, but there's no way to actually push that information out right now. So having that longstanding, here's a transportation piece, here's our transportation plan and here are the pieces where you can engage in directly with what you're interested in. And I think that's the piece that we need to actually try to put together

City Manager: Brandon Buchanan (00:32:25):

Think one interesting we're using there then you can kind of talked about it, I think you did too. Council member his objectives were talking about long-term objectives. I think citywide objectives like strategic plan we need to talk about and maybe right now is not the right time, but I think this idea of objectives for our community engagement, we need to have that conversation. What is our desire to end save for

Michelle Evans (Councilmember) (00:32:47):



That? That's actually what I was going to say is what is the strategy here? So when so much county shared that did know with the key part of 'em receiving tens of millions of dollars return rates earned of really being able to tell the story of video and through that investment in having videos that they've been able to significantly improve their engagement with the public as well because you can take that piece which is yes, it's a big lift and I think that we should have a discussion about actually hiring professionals who do this all the time and their staff for that. In terms of consultants, there's do lots of people off that do this, but we can also take that, you can put it in your email, you can put it on the website, you can put it on YouTube, you can use it in social media.

[\(00:33:41\)](#):

So you're doing one piece of work but you're using it in lots and lots of ways to keep people informed in bite science bits and longer bits. And I really feel like that is a big piece of what we need to communicate because a lot of what we do is very complex. People don't want to go through and read really dense documents on what we're up against. But if you have a video that showcases it, you talk about your strategy, you can get that across a lot better. But we need to have the right people in place to do that and right funding place to do that. So I think really having those strategic goals of what are we trying to do? How are we trying to drive engagement and education and what is our success center? Are we getting more people to subscribe to emails? Are we getting more people to comment on social media? Are we getting more people to fill out surveys and really tracking what moves the needle in addition to going out and being in the public events and we've done celebrate.

David Edwards (Councilmember) [\(00:34:52\)](#):

Yeah. What I'd also like to see is what can we do that's repeatable? Like the presentations in parks and community groups that tie into one to two months cannot be shortened. If we have, we put them in time decree, some kind of thing that can be repeated in multiple groups because I'm also big on meeting people where they're at. Because also you show there's a lack in trust in government over years. It's going down and down. So being able to be there to meet people and meet them where they're at I think will help us build partners in the community. I believe the best way to bring people into government is by building good relationships with our community because every person we talk to has neighbors, families and friends who they trust and their friends trust them. And I think having that entry point to get people involved in government and decisions that are made is through community and meeting people where they're at and identifying new areas. We brought out places that we haven't gone before, places we haven't reached out to I think will be important this next few years.

Sarah Arndt (Councilmember) [\(00:35:45\)](#):

And I was just going to kind of pick on the same topics how these needs of reaching people but we don't know what is effective and what is modified. How many mailers are just put in the trash before they make their way inside a house. How many emails are being read that we might have that data but I don't know. So I think putting some measurements around the engagement that we are already doing so that then we can find what is working and what is not working is going to be really key. Obviously there are lots of professionals. I'm not one who can talk to you about engagement strategies and I think we need to tap into that resource because just flailing is not going to be a good use part time. And I do think that the way people are engaging with information is shifting. Video is a lot more effective now than written text from a lot of groups. So I think we can't leave the parts of our community behind that haven't made that digital pride that jump, but at the same time we need to be meeting our younger residents, meeting people where they are either physically in the community or with the way that they

engage with information. And I think that is more video and different means of communication than government has traditionally used.

City Manager: Brandon Buchanan ([00:37:27](#)):

So we talked a little bit about a couple of trends that pulled out in all different comments and one of 'em be is that repeatable piece, it's getting the most bang for the buck kind of one piece. We do one thing that we can use a lot of different audiences or a lot of different purposes for as opposed to just spend a lot of effort on one thing that get people out our 14,000 seat. So I think that's one piece that we can get into which again comes in both of these actually that I'm think come back to those objectives to this community engagement plan, which I know one of my takeaways from my evaluation obviously was coming up with a plan for that communication. So this is I think the start of that conversation as well. The other piece being I

Michelle Evans (Councilmember) ([00:38:07](#)):

Now

City Manager: Brandon Buchanan ([00:38:11](#)):

Connect, sorry guys,

David Edwards (Councilmember) ([00:38:15](#)):

Quick question. I have for example, using things we talked about meeting people over that in terms of digital, that video we made for the state of the city for example, we can cut that up into little bite-sized bits. How it was created was created a way that could be intentional based on specific topics. Now we have 10 different videos that could be bite-sized clips that we can keep using to get better value out of our

City Manager: Brandon Buchanan ([00:38:34](#)):

Best. Thank you. I think that helped. So the other piece is kind understanding what not just our goals for communication are, but what is the receptivity on the community set? There's a whole group of people I would argue probably majority, as long as we're not screwing up something in their life, they're happy, they don't even know anything more. There's a certain amount of the population that is that. So, but us going into it, we want to make sure that everybody in the community is giving this email. It's probably not realistic or that it's actually going to be effective. So those are some of the things we need to thinking about as we're going in this community through strategy, right?

Michelle Evans (Councilmember) ([00:39:09](#)):

And it is email even the right thing. Should we be investing in text? Should we be investing more in social? I don't know. Those are all good things. But back to council member Edward's point about reusing things and the presentations to partners and community groups. I hope that we have a walking deck that you can pull out and we can talk about these strategic goals and just like a quick update because then you invest that one two months but you can use it all year long and continue doing it. But again, taking the assets that we currently have and just repurposing, I think we probably do need to have somebody, a public relations professional who can help us really strategize that and really help drive how we do better engagement there and how we track all of our metrics. And Mayor Randolph and I both have been constantly talking about the dashboards, but if we could have some sort of dashboard so that we could help guide our investments and where we're really putting the effort in that

could really help us have better intel. What is our own radar index? How many people are responding our standing QR code? Those are all trackable things.

Mike Millman (Councilmember) ([00:40:33](#)):

I think this has only been something that this council and myself has emphasized. Community engagement was something one of the first things two years ago that we had. I think we need to enhance that and what really is now highlighted even more to me is Molbaks. So when Molbaks made their abrupt decision, it was exhausting. I had had all the television stations, Seattle Times radio station people asking me everywhere I went, what was going on and there was an information vacuum out there and with the vacuum, lots of misinformation gets shoved in there. And so we need a better way to get information out when we have to react to something like that or when we want to be proactive and why this is happening before it happens or to get information from the public on was your opinion on X. So that was an epiphany for me where we just have to do a better job of both receiving and getting information out to the people we serve.

City Manager: Brandon Buchanan ([00:41:48](#)):

Yeah, real quick, just in my interesting that one and Rachel, I look you because I know in conversations with several mayors ago, James, it was an interesting thing when he was talking about his time with local employers, they have a whole department of staff who comes up with all the, okay, what is the stupid thing that BC is going to do today? And if they do that, how are we going to react to that? They have all this kind of big games thought through all this stuff. Obviously we're not going to ever be there where we've got army staff where we thought through every possible dumping that somebody can do today and we've got a response rate, we can court, we're not going to get there. We're like how can we get as close to that with the resources that we can realistically put into it? So I think that can also be part of this tennis fund.

Mike Millman (Councilmember) ([00:42:35](#)):

I think on we have what was eight? Eight, we had a link to ease a eight and maybe we add more where if somebody has a question where you'd be able to say, hey, here's a synopsis on that topic, rather than trying to explain over and over and over and over again. So being able to have people go to our website or to be able to push it out to our subscribers, go here for information on parks and trails and here's our plan for parks and trails for infrastructure or whatever the topic is. We have an official

City Manager: Brandon Buchanan ([00:43:15](#)):

Site. I think my point being on the 80 through stuff, it's like we can get you a spot where we're trying to with the resources we have, make sure as much information available. We're never going to be where every single question you ask random in you're going to have an answer. It is unrealistic for anybody to have that expectation. Right.

Rachel Best-Campbell (Councilmember) ([00:43:35](#)):

Well I was going to say in terms of even taking it to a more simple perspective, when we get our staff reports, a lot of times materials available in the meeting so when the public reads what's in the meeting, they have no idea what we're going to see. So they're just not going to watch. And I think if we have a little bit more information available ahead of time, it gives people an opportunity to actually know what we're up to and we could be more knowledgeable and so can they actually ask these questions. So part of this I think is we should try to keep it as simple as possible, just have information available. People

still do know how to check websites and things like that and feel like we're giving them information ahead of time so that if they would like to engage they can. And if they want to ignore us, they can do that too. So I know that to your point that a lot of people aren't interested in coming to meetings. I can't say I blame 'em, I don't

City Manager: Brandon Buchanan ([00:44:23](#)):

Understand it, but there's some people

Rachel Best-Campbell (Councilmember) ([00:44:25](#)):

But I do think that more information is better and just have this information there and people know how to navigate our website sometimes and it is an opportunity to show our work and this is what we're going to be talking about. Everybody has questions on staff reports. So even something simple like that, more than four days in advance, it takes us a long time to digest these staff reports but if the public doesn't even know what they are, they already wasted their time on the website, they're just going to figure, well obviously they don't want us involved. So I think it sends the wrong message not to have that information.

City Manager: Brandon Buchanan ([00:45:04](#)):

And I think that one, we can certainly get into a much longer conversation, but that whole spectrum of community engagement when it is really important on issues, they're going to have an impact. It should have an impact on stuff and parts plan, all kind of stuff versus approving the invoices on the other end of the spectrum. There's that whole spectrum of, and there's trying to figure where on that spectrum, these D things fault, but some of 'em warrant a lot of really robust community engagement. Some of them are like it's procedural stuff that probably don't need to a whole lot because it's not really going to change

Rachel Best-Campbell (Councilmember) ([00:45:38](#)):

Stuff. Well mostly I been thinking the business items up working on that sort of thing, invoices, those are always

City Manager: Brandon Buchanan ([00:45:46](#)):

Good example, right?

Rachel Best-Campbell (Councilmember) ([00:45:48](#)):

Yeah, I agree. I just think that the things we're going to be having a conversation on and discussing needs to be available. And I think part of this too is we need to make attendance at these meetings easy to be able to watch it. So we've got the TV channel that we use is there's something else that we can do make it more exciting. I don't dunno do we need or something, I don't know, is it the slime that falls in the sky? I don't know. But it is something that if there's noting that there are ways and people do get engaged in different ways but I acknowledge first one. So that's something that we can work on. If they want to argue and blame on invoices then they won't use.

James Randolph (Councilmember) ([00:46:27](#)):

This brings to mind council member Best-Campbell something that council member Evans brought improve this week and that's actually looking our counsel meeting value out because right now we have

to actually out at the meetings on our webpage and digging through is very difficult and it's a different interface than what that is a common interface that people are knowledgeable about in certain places. We have a video free transcript that we get out of that be helpful for our staff as well. And the thought that I have in mind is what I call box where we're able to link alongside that video the presentations that we have in the background information and this overarching objective information that we have back at website. So it kind of draws a circle around people they want to go or as they want go, Hey I just want to a specific topic based on,

Sarah Arndt (Councilmember) ([00:47:46](#)):

I just wanted to follow up that for some of the issues that we need to be proactive about, I think the bigger messaging needs to be out front. We need to have that place we can drive people to those questions that were repeated over and over again. But I think having some sort of FAQs available because we are essentially responding to the same types of questions again and again and again and using, I mean the staff has access to all of our answers when we email someone back using some of that texts, saving some time, how can I want to sidewalk my neighborhood? What's the process? Or the AX is a great example. How many dozens of emails did I send that were essentially the same? Could we not have had FAQ on that? So I think having some of that that allows people to see what other people are interested in and as that can answer is going to be helpful.

Al Taylor (Councilmember) ([00:48:51](#)):

So regarding the YouTube, I think that would be rather confusing for a lot of people too because we have a site we have and it's relatively nice, it broke out by years. We can go back to, I don't know, 2008, we have lots of data there but sometimes it's difficult to search that data and maybe that would be an opportunity to see if we can do anything with metadata to make it easier for you to go back time. For example, ask, where did we discuss it where discuss

City Manager: Brandon Buchanan ([00:49:32](#)):

GA were talking, I think that's our video thing. Are we, and I know lot of you can click on this agenda item and go to that report, but to your point, it is not super intuitive. You have to dig into that website to find that and it's not an interface that people are familiar with. And so I don't know if YouTube, I don't if that's the answer or not. We had a capability, we're just not doing a good job making it accessible.

James Randolph (Councilmember) ([00:50:03](#)):

I think it comes down more to broader accessibility because even if you move from Microsoft Word to Google Docs, there's a level of confusion even though both are just type document in this box and there's confusion. So bringing it to what is probably more utilized, I would guess that YouTube is

City Manager: Brandon Buchanan ([00:50:27](#)):

Stuff, but even though I think that's a really good idea and it is a challenge, even me and it's my job to know how to navigate all of the staff reports and the minutes from the drives that we have access to the staff that the public does it right. But just trying to find the meeting that we talked about scur topic. I know sometime in the last six years but when even year I could tell you and so your search might confus using the search box on Microsoft software and maybe I'm come up with something lot and that's me with access to stuff that public doesn't have. So I think that's a good point. How do you find found inform? So there are tools out there that can do text or speech to text and then maybe if you had something like that, then you do the search key search for keywords, find out where, but it might be

something to look after practice too. Solution and I, it's even harder, right? Because we generally know the keywords that were used but the public one even know that. But it may be mal, they may not be familiar with bringing partners. We know that the majority of stuff is around through partners and we'll be able to find that. So I think that's an interesting challenge. Think about,

David Edwards (Councilmember) ([00:51:45](#)):

I like the idea of the YouTube thing, but particularly a code stream. I know cities like I think Kenmore, Newcastle and maybe Redmond, I know they have YouTube streams and one of the benefits of that is the younger generation who may search something like let's say Ville on YouTube now these other searches that are coming up, it's just another way to reach out to people. We don't need to quit what we're doing. I think what we have also on our online website with the links, everything is great, but I think that YouTube type thing is also another avenue to get people including links to the facial stream, which would be through what we typically do is just another way to outreach further than we already are.

City Manager: Brandon Buchanan ([00:52:20](#)):

We're talking about in different ways, but I think we're all kind around the accessibility piece, right? There's information there. It is not super intuitive or accessible right now. And even whether it's the actual meetings or the agenda items or even stuff we put out it is sometimes they're missed on whether it's actually getting to audiences or not.

Rachel Best-Campbell (Councilmember) ([00:52:40](#)):

Something simple like our website CI woodinville us, nobody knows what that is, nobody knows how to email us. Can we change it to city of woodinville.gov and just redirect to it. I just think that's something so simple, but I look at God I typed it wrong again and I know people have the same thing. So

City Manager: Brandon Buchanan ([00:52:59](#)):

Like Adam right now having right?

Rachel Best-Campbell (Councilmember) ([00:53:04](#)):

But even something as simple as that, just to redirect it, that's a lot easier because you look at ci, that wouldn't build a lot of us. The first thing you think of is that I type wrong and I have a wrong sites. Is this a fishing expedition? So if you have something that looks legitimate, it's legitimate, right? I mean all fishing expeditions on that. But if we had something in no other cities too, they say city of Covington, city of Maple Valley, city of whatever, we could get that even if it redirects to what we have, I think it just looks more like the region and it looks more consistent of searching agendas. I live in a household with people who know how to code and what we've done is download the last six years of agendas and then we have a search tool. But I'm sure that Adam knows a search tool that we can add to the website in the interim until we find out what the problem is for talking about pre partner to pull back that's for later date.

([00:54:01](#)):

But just a tool, a search tool that we could add to the website I think would go a long way. So the quick and dirty and then the long term just because searching videos is just, can you imagine watching us for three hours and you don't have to not watch the first time for a reason. So the minutes have been really useful because you do a search for the minutes. Within that you can kind of generally find when things

are talked about. And again this is an interim solution. It's not the long-term website. Imagine that'll take longer, but since Adam was not here, why don't we just add this to this point. You move on.

Sarah Arndt (Councilmember) ([00:54:38](#)):

I would just like to emphasize that our current technology is very mobile friendly. If you want to look at a council video or five minutes with your phone, it is a nightmare. And I use my phone way more than I'm using my computer. I feel like stop and like oh, I go back to my computer to look at something for the city. So figuring out ways to just make it a little bit more mobile friendly will increase that accessibility. And I think YouTube is one way that you can do that.

Rachel Best-Campbell (Councilmember) ([00:55:13](#)):

We've got the Woodinville Works app, is there a way we can leverage some of that? If we had planning commissioners who still that we have an app as the city, and again maybe this is a cyclic sort of thing, but if we start driving people back to that app again because there's nothing, people don't want to complain about something on the road while they're doing that. They happen to get other information from the app. Great. We've had two birds with one stone. So we have some capabilities I think that we could get more out of with the app and the kids like the apps. Yeah,

City Manager: Brandon Buchanan ([00:55:49](#)):

I'm thinking that you talking about, because we were talking about, I want to sound like the old guy, but this is not my area piece. That's why we have these guys to do this stuff and you guys sound like many more than I stuff. So I can't give you answers on what all of our capabilities are now. So it's something we'll have to dig into as we get into this kind of communication

Rachel Best-Campbell (Councilmember) ([00:56:08](#)):

With, well I said Adam is not your

City Manager: Brandon Buchanan ([00:56:11](#)):

Right.

Al Taylor (Councilmember) ([00:56:13](#)):

So back to the video, speech or text. Do we do anything on our streaming I guess or channel to put any kind of text for a compliance? Because it seems like you kill two birds of one. Know if you're encoding it into real time words text, then you have something that got a transcript.

Michelle Evans (Councilmember) ([00:56:37](#)):

And if you're using teams that's open co-pilot will help with the AI piece. You can preload it with specific words that might not be picked up by ai. I mean that should be part of our current stack that's available.

Mike Millman (Councilmember) ([00:56:53](#)):

I also think that we need to be very conscious of different people have different ways they like to engage their information. Some people like the video, some people like the text. For myself, I hate going through a newscast for one item that I want to hear about. I'd rather be able to just get the text and learn about that item. He's driving my wife crazy. So we have to be conscious of the different demographics and the different styles of learners. And the answer to that should be yes, we have

different variations of, and that's why you have older generations typically on Facebook and then you have the younger on Instagram and then some are on X and TikTok and YouTube and the websites and you have as council member Arndt just said her phone and some people are only on on their laptop or something. So the answer to that should be yes to all because not all of the people we represent are going to access or integrate with everything the same way.

City Manager: Brandon Buchanan ([00:58:02](#)):

We completely off the presentation.

Asst City Mgr: Kevin O'Neill ([00:58:07](#)):

So I have a couple more slides and then which I'm again, I'm just going to read through that real quick, look at 'em in your own free time if you have nothing better to do and ask us questions. But then we have some very specific questions that I think can help further this conversation. So like I mentioned, we kind of broke down two different types of engagement things that we do. First being an open house public forum, I'm not going to go through it, but these are all the different steps plus all of these for the open house public forum. It is a big process. There are some that are more canned than others.

([00:58:46](#)):

The next we wanted to highlight was social media toolkit. This is a good example of one that sometimes it can't, sometimes it's not CIP. We've done it now since I've been here. I think we're doing on the third time, we continue to refine it. A lot of the steps are going to be the same. So it's pretty easy. However, when we did the strategic plan, we hadn't done that in over a decade. So we had to big deal to kind start from scratch again. So in all varies. It is kind of that with repetition, we get more efficient, but there's still going to be work regardless of how a patient

Michelle Evans (Councilmember) ([00:59:22](#)):

And I think you don't have the right assets. I mean if we were thoughtful about what assets go in with videos, with images, all that kind of stuff, and we have a end to end plan, then we would have stuff to pull into your toolkit as you're going through this process, assets, what can be reused, recycle, repurpose, what can we cut up? And so again, it just goes back to we need to be super thoughtful about how we're investing that so that as you're going through this, you have the right assets available.

Rachel Best-Campbell (Councilmember) ([00:59:55](#)):

One thing I was thinking is in terms of meeting people where they're at, let's be clear. All of us who sit here, we're the olds. We not the young generation any longer, other cities have unpaid internship programs with the youth of today. If we want to get into a different medium, I mean why not ask the people who use it and see through their eyes what they would project? Obviously we would give them, this is what's going on, how you choose to put it out there. It's cost effective, it's engaging for a younger generation, but it also gives 'em real world experiences to what it is that we actually do. And maybe we encourage them to share what we're doing as well. And I know that this is outreach, but perhaps the internship program in the summertime. So we're going through capital projects. Kids take pictures, you put it on TikTok, you put it on Instagram and then you drive engagement that way because the kids are interested in it. Chances are they're telling their parents about it or telling their parents they're informed. So I think that's an opportunity to save a little bit of staff time. You push it to the youth and then they explain teenagers writing this. So have a little bit of grace, but I think it's a good program to think about.



Asst City Mgr: Kevin O'Neill ([01:01:09](#)):

So some good news on that front is we're currently recruiting for an intern for the executive department. This is I think the fourth year we've had an intern and we already made the decision to have this intern for this year be solely focused on engagement to kind of do what you're talking about. Summer is always kind of a really big engagement heavy season because of all the celebr concerts and whatnot. So we are firm in that one. It is not unpaid. We are paying person 20 something dollars an hour. So that's great. Hopefully. Well I can say we already have a lot of really good candidates in closes tomorrow I think at midnight, but happy to say we're already further now, so that's good. See how responsive,

City Manager: Brandon Buchanan ([01:01:53](#)):

We already just mentioned that

Mike Millman (Councilmember) ([01:01:54](#)):

Idea and we already,

Rachel Best-Campbell (Councilmember) ([01:01:57](#)):

Where did you the high schools and how is it?

Asst City Mgr: Kevin O'Neill ([01:02:01](#)):

So focus is on undergraduate and graduate school candidates. Not high school because of the minor versus adult, but has supports on our normal website but also there's a program called Handshake that goes out to all of the different schools they all shared. It's like an Indeed or something specifically for schools. So we went out on that and then we've reached out to some of our local schools directly as well. I think our newest youngest member generation wants to comment on it. I want to get that.

David Edwards (Councilmember) ([01:02:38](#)):

I always wanted to bring up here, but other cities do I think is great is having youth positions on our commissions positions are specifically abroad for youth where it is a shorter term so you don't need to have the same commitment that normal commissioner would, but it's a great way to get youth involved and that's mentioned before. They all have friends and when you get more youth involved that just makes that more accessible. So that's just idea I always wanted to bring up to have a youth position

([01:03:01](#)):

For our commissions.

Mike Millman (Councilmember) ([01:03:05](#)):

There was a recent, I don't know what they're doing, but I just became aware a number of different woodinville residents and mentioned, something that Duvall's doing about some type of monthly newsletter that goes out to all their residents. I don't know if that's the case. Like I said, I didn't have time to look into it but that might be worth looking into because I've had more than three, four people recently say you should do what U Hall's doing with this newsletter. I dunno if that or what Lyft is for that. We can certainly look into it. Oh I'm sorry. We've explored mock our copy newsletter mailers, so send in on our radar.

Sarah Arndt (Councilmember) ([01:03:45](#)):

I was just going to say that is a good point that we need to learn from our cities around us that have those paid departments. Redman's got their whole community engagement plan on their website. Let's just work smart, not hard on some of this.

Asst City Mgr: Kevin O'Neill ([01:04:06](#)):

I'll run this stuff. Summarize Redman. So now we have a few questions at five or so that we wanted to kind of keep this conversation going a little more specific. I think we've covered some of 'em but we can of course add more to it. So one thing that we have been feeling like we need, and we did this at the very beginning, it was very rudimentary, Alana was very fresh in the job, but I think this is the perfect time, especially with this conversation to look at developing a new engagement plan or strategy. Something again that we can have on the website that's transparent, that people can see how we do things, why we do things the way we do things. And we have seen a lot of really good examples of what other cities are doing. Gold and Colorado has a great, great plan or strategy that we've been looking at, but the question here is how can we best include council to understand what you are looking for and obviously we have this conversation but as we develop this plan, which is going to be probably a multi-month process, what's the best way to keep council involved and to get feedback and to develop this thing?

Rachel Best-Campbell (Councilmember) ([01:05:33](#)):

I think that content creation should be with staff is we want it to be agnostic of all of us. We want it to be factually based of what it is that has happened, what's happening in the future. I guess to start maybe putting on consent calendar for us to sort of review this is what we've done this for the last whatever, we'd like you to do it and we can check on it. I don't want you to get Bo down and constantly come and asking us do you guys think Of them?

([01:05:57](#)):

That's not fair to you. So if we could figure out a way that you come up with some plans to start with and then I guess check in periodically, but certainly not weekly, monthly, whatever. I think the week quarterly, just to give you a chance to get a program rolling before we start criticizing it would be helpful for you guys.

Michelle Evans (Councilmember) ([01:06:23](#)):

I would like to see the strategy. I don't necessarily need to review all the pieces, but I want to know what's the strategy, what are our metrics for success, why are we investing behind that? And then getting updates about how it's going. Do we need more invest in one thing? Do we need to switch from, I don't know, direct mail to tax space? I mean I just want to know what's the strategy, what are we trying to achieve, how are we going to measure it? And then I mean I hope that part of the strategy is to be communicating about our strategic plan and what we're trying to achieve, but what else? Also community events, all that kind of stuff. But that's the piece that I would really like to know is what we invest in and what will it take to make that strategy and that vision become reality.

David Edwards (Councilmember) ([01:07:15](#)):

I think council should be pretty involved in this aspect because as we saw this conversation here today, there's so many people involved with different areas of product, different ideas that you get from just living in this community here. I think living in the community, being involved, you'll be able to identify a lot of new areas that just one person on their own or a few people, the more people you have at the

table in terms of coming with these strategies I think are important and I think council can really help you with this one.

Sarah Arndt (Councilmember) ([01:07:39](#)):

And I would say that I want the content to echo the council member's point. The content needs to be staff created but we are the ones interacting with the community the most and so I think there needs to be a mechanism in place where we as a council can say, or as individual council members can say, I had 10 questions on this topic and we need to have an answer to it or this issue is coming up over and over again. Is there a way that we can insert this? So some sort of mechanism is iterative that we can provide feedback and that has a relatively short term round on can the city provide an answer to this versus just us as individuals answering the question Because I think that then brings it back to an official channel that we can all access the same information, we can all be telling the same story that's in line with our strategic plan and our engagement plan.

City Manager: Brandon Buchanan ([01:08:40](#)):

A really good point and I'm thinking about how do we actually come up with this engagement strategy and this plan, right? Sure. Kevin and Lana and I can come up with a plan, we can go find a consultant to help with this plan, but without you guys being part of that conversation, it is going to be missing a critical piece because you guys are exactly right. We can come up with best practices that apply generally, but you guys know that this community and their preferences and have the best way to communicate with the different pieces of this community better than we'll ever know or if it's so or not. And so when we come, I'm just trying to think how we actually come up with that plan, that document, right? We're going to meet your guys and I know we've talked about subcommittee or whatever. I almost like having that conversation with this whole group to me makes a lot of sense but maybe get your guys' thought and feedback on that piece.

Rachel Best-Campbell (Councilmember) ([01:09:32](#)):

Well I was thinking that Katie gets copies of all of our emails when they're sent so she knows the topics that are coming in. The questions we're getting do a search a week dump, these are the topics that were hot this week and this is something that we could look at moving forward because obviously if people are angry not they're going to email us. So if that's what matters to people then we should have a way of compiling this information so that when you have a weekly report, these are the hot topics this week and this is something that we need to think about how to respond to, but that way we can be a little bit more reactive in terms of what is coming in. I mean I know that it's not easy for team to search emails, emails, but we've got to figure out a way to do that. Not all of us get everybody else's emails. That doesn't always come to City Council Act, but if it can then funnel to you and you say the common things that I've seen in this, then we have a better idea of how to

City Manager: Brandon Buchanan ([01:10:24](#)):

Forward. Yeah and I agree. I don't think it's Katie going through and searching stuff. I think it is going their communication function there, whether it's me or 10 or whatever, figure out what those themes are. That makes a lot of sense to me.

David Edwards (Councilmember) ([01:10:40](#)):

I think it also goes beyond identifying the themes that aren't being brought up yet. Being able to have those conversations ahead of time to identify the things the community would want to know about before it gets to the point that they're upset or emailing us about as well.

City Manager: Brandon Buchanan ([01:10:56](#)):

Okay, well coming back to this, one of the tasks again from my evaluation, it's just one of the reasons we're talking about this is coming up with an actual community engagement plan. And I don't know if that's this kind of document or what, but I guess we can have an on, but if it is something like that, which I think makes sense to me, so I think it makes sense to have this group. And so this is one idea, right? It's not the right idea, it is not the wrong idea, it's just an idea to draw out there. But it could very much be like this kind of setting with you with us or if we think we need to have a consultant or whatever help come up with a strategic communication engagement plan really and it could be these kinds of sections. Does that make sense for everybody?

([01:11:47](#)):

I feel like that's the best way to get to your point, right? More minds working on it the better and I think that's the way that makes sense to me. Okay, so that's something we can, and we talked a little bit of no we talked our council meeting on Tuesday. We have kind of this placeholder right now. We are going to have this conversation first we're community engagement increasing what that means. So I'm not saying this is that and it probably won't be for Tuesday thing, but if we can have more conversation on what exactly that process or that task might look like, I won't necessarily have an action item. I dunno if this is where we're going or not, but I won't have a contract for a consultant for communication might tell us a communication plan by Tuesday, but we can talk about whether that's something we want to do and what that means for a budget or direction from you guys to actually to do something on Tuesday. So that may be one piece that we can talk about on Tuesday.

Asst City Mgr: Kevin O'Neill ([01:12:41](#)):

Great. So moving on and I think we'll do one more question. We talked about this next one a bit already and then we were aiming to take a break around the hour and a half mark to take a brief break after this. So next question, what types of engagement are right for Woodinville? So it kind of went through when you've seen a lot of the things that we're doing already. I heard TikTok not the biggest fan but if that's the direction, I'm sure we can explore it, but is there anything else that we're missing? We also heard that kiosks, one thing, excuse me Alana and I have talked about is, and I've seen great success in other cities is taking vacant storefronts and putting displays up. For example, I think where FedEx is Houston, it's vacant, maybe something there. Wallet's vacant work with TRF. Does that sound good? I mean what else? What are we missing? Where do you see us reaching more detail? We do.

City Manager: Brandon Buchanan ([01:13:46](#)):

You guys have to be dancing all know how to get on. So there's that

Asst City Mgr: Kevin O'Neill ([01:14:03](#)):

People eat up really cringy material.

Mike Millman (Councilmember) ([01:14:07](#)):

We already, so we had our most recent success with community engagement was around the bridge where we had a big interaction and both celebrate Woodinville and Win Fest and that's the non-tech

version of interacting with the public. Those are our most well attended events where we can engage with the public most. And so I think we need to really take full advantage of whatever the topic wouldn't want. You don't want to blast out eight of these in one of those events. It's just overwhelming. But if there's a current topic that's hotter than others, were time sensitive. Those are two events where we get thousands of people interacting and again, we should figure out a way to where these are people that are taking their time and how can we interact more with them. So if they're willing to take their time or they want, we should ask them if they're going to be on our subscriber list, right? Not only have them put a dot on a thing, but do you want set up so we can get you more information in the future? So that's one of QR code. Code. Yeah,

City Manager: Brandon Buchanan ([01:15:23](#)):

That's a good example. We talking about me people where they're at and we did that intentionally to be very low barrier. It doesn't get much lower barrier. Put a stick on which picture, which of the two pictures you like better? There's no commitment or extended commitment for anybody there. They're passing on against stick around which picture I think is better. That's fine. We're trying to make it accessible.

James Randolph (Councilmember) ([01:15:47](#)):

I do think one of the things that came up earlier that we wanted sure that we by is making sure we're getting measurements on that it is a very low barrier of entry entry but different people engage in different ways and I know that there are a lot of people who may not attend business that I want to make sure that we reach expectation.

Rachel Best-Campbell (Councilmember) ([01:16:08](#)):

So I guess piggyback on a little bit is I tend to big things down because they're old in terms of generational gaps. One generation these things differently than the sun generation now they want to lack walls, they want more in person. Millennials tend to be a bit, but I think it's instructive because each generation has different ways to engage and again, this is what we need somebody who's an expert in like we are to just have a better understanding of where we need people have what I think and what everyone else here thinks is good for our particular generations, but it's not necessarily what everyone else wants. There's a generation that absolutely does not want to leave their house unless they absolutely have to, but we still need to find a way to perform. So it is finding that and I think this is where we are going to need somebody else to come in and analyze it for us because I don't want to make someone have to go to a Celebrate Woodinville in because there's people there and not everybody isn't just in.

([01:17:08](#)):

And I think that finding people yes at those events is important but also just the day-to-day events of people's lives. People do go to grocery stores. People love going to Target. So we can talk to those developers and for those who actually leave the house, can we have a little something there? Can we partner and just have that information just passively as you walk by, it'll just trigger in your mind if we can do something passive that triggers, I think that might be useful. I don't know how well we'd be can track that, but it's worth, it is low cost

City Manager: Brandon Buchanan ([01:17:41](#)):

For us. Different context obviously, but I know you were part of it when Covid was just being right, we did all the kids, we handed out thousands of face masks and we had a lot of, I mean at that point it was

very early on in that whole pandemic conversation. So there wasn't the standing conversations about it, but there was a lot of community engagement. We had one of 'em, one first who made it? Well there was s, we did a couple target. We did the ones in the neighborhood green, green area, right? Again, this is very long we learn lessons from but was we had the fabric markers and it like the kids had come out and decorat snack when we got a lot of people that come out that had never interacted with the city and they came out and while their kids met they were talking to us for 10 minutes about anything that's going on in the city.

Rachel Best-Campbell (Councilmember) ([01:18:28](#)):

Well I talked to Alana about this too, when you have a Bassett hound for kids of color, that's a solid 10 minutes of your kids distracted while you talk to somebody. So things like that, it sounds foolish, but also just having the opportunity to hang little pictures like that at City Mall would be a huge deal. I mean one kid would love to come and say, look, if my little bass come up there again, that's engagement. You're engaging kids and they're coming in drawing things, but parents appreciate that you care about their kids. Trying to find a way to include kids, not necessarily asking their opinion on our CIPs, but if we give parents somewhere to go for

([01:19:05](#)):

10

([01:19:05](#)):

Minutes with some crayons

([01:19:06](#)):

And a piece of

([01:19:07](#)):

Paper that's 10 minutes that we have to present information to them. So that's another low cost. Just don't really have toxic crayons.

Sarah Arndt (Councilmember) ([01:19:16](#)):

I would just piggyback on that because I think it is really important that we do meet people where they are. And I would go one step further beyond just the passive engagement outside of Target. I think engaging with people, engaging with someone from the city is important and I think that's what part of what makes us celebrate Woodinville events. That engagement so successful when we had the open house at Wooden Creek, that was very successful because it gave you a person to talk to and engage with. And I think if we can create more opportunities where we have a living, breathing person at wherever spot our community members are already

([01:19:59](#)):

At

([01:20:01](#)):

And hit that different generational groups, different cohorts of our community, I think that makes a big difference. It's a lot easier to put your trust when you're talking to a person versus just having information handed to you or sent to you to social media

City Manager: Brandon Buchanan ([01:20:20](#)):

More personalized too. If they have specific nuance question about a topic as opposed to, I don't disagree with the FAQ stuff, but we're not going to be able to hit same retirement, we're not going to be able to hit every potential question on that topic. But when you're talking face-to-face, you can have that last conversation.

David Edwards (Councilmember) ([01:20:36](#)):

I tend to view the funnel or procurement type approach where you create a lot of low barrier entry points where the sticker thing events or find ways to meet people who don't want to go in person. Those types of things to bring people in. Then you create those other opportunities that are a little higher barrier just because they have to be because they are more information, they take more time. But providing that information after the low level conversation is to allow people to choose about involvement. Maybe someone just wants to do this sticker that's all that they want to do, but then we're providing more opportunities to get involved further on, which will maybe be a higher barrier, but I think the baseline is creating a bunch of element entry ways to get involved the city and then follow

City Manager: Brandon Buchanan ([01:21:12](#)):

It higher. Yeah, it was interesting. We did sell the ones, the bridge, how many people and many of you guys had to help with that opportunity. How many people are kind walking kind of side eye and I don't really want to go over and talk to anybody, but then I was like, can you just take a picture on your paper? Oh yeah, I can take a picture on there. I'm to talk to anybody. And so there was a lot of that there and you guys know that got to help to that stuff. But I think that gets back to different comfort levels of community engage, right? Some people will want to sit down and have a 20 minute conversation about all the nitty gritty on topic and some people just want to stick around a picture.

Rachel Best-Campbell (Councilmember) ([01:21:50](#)):

Here's the question too is that we don't want to burden staff with that. Part of our job is council is to take that information in. So perhaps it's our job to just sit there and engage and have a lifeline perhaps to a staff member if there's a question we have. But that can just be an event where we sit down and we just like, okay, let's take it one of your questions. What do you want? And if people want to come by and make a little gesture as they can, but they can also engage us if they want. But I think in terms of that, the way engaging with the community, I think that that's our responsibility in that staff already is paid to do the job here at City Hall. You don't need to then go out in public to do it for us. So if we can come up with a policy where we have staff available for an a m council member sit down and you have an hour and you just,

City Manager: Brandon Buchanan ([01:22:39](#)):

We're happy to be there and support those things. But you guys' point, you guys are base and a connection to the community and you guys are the ones that take that information and are supposed to be sending these high level directives and vision and all that kind stuff where we want to go. So you guys need to be part of that machine. It can't just be us saying, oh here's what we heard from the community because then it doesn't resonate.

Rachel Best-Campbell (Councilmember) ([01:23:03](#)):

Exactly. I'm basically saying that this is maybe one thing that we'll take off your plate, the rest, but this one I think it could be a policy that we all come up with and decide what type of tabling we want be. Do

we want a day where we all sit in different locations around the city, big traffic locations and say, have a big sign, ask us a question. That's something

City Manager: Brandon Buchanan ([01:23:24](#)):

One that's common, right? I'm not saying again, this is the best idea, but it's similar. It is like this conflict counselor we have once a month, a couple of you guys are there available sitting agents or whatever and people can stop and chat about whatever they want. If they want and they're already there, the groups. But that might be something we're asking s on what types of engagement. This is kind of what we're talking about. It sounds like, and you guys aren't going to make part of this, having you guys involved in it too feels very right. Right. It should be. Having council involved will be key, but also having the staff infrastructure in place will also be, is this going to be a major priority? There needs to resources to allocate to be able to support that as well. Right. Because the last thing I want or would do is stick one of you guys are like, okay, good luck. That's not true, right? Well then I mean that's a lot of things you guys, what from it is you guys make and then I got to figure out how to fix it, right? I don't want that either. Exactly. Yeah.

Asst City Mgr: Kevin O'Neill ([01:24:25](#)):

Okay, great. 10 minute break. We have drinks. So we'll break for ten.

Rachel Best-Campbell (Councilmember) ([01:24:43](#)):

I was thinking duct tape might

City Clerk: Hanke ([01:24:45](#)):

Be useful too. Those spinning signs out did give you Saturday, beautiful Saturday, no better place to be than

Rachel Best-Campbell (Councilmember) ([01:25:28](#)):

Stuck indoor with council members talking.

James Randolph (Councilmember) ([01:25:30](#)):

This is what she wanted. How are all good? Tuesday is when

([01:27:17](#)):

Have done? I have no idea. You don't have a I'm at me. So the answer is, yeah, not with me. Was going to say maintenance. That's the same. Who's sponsored by maintenance. Okay. Actually, Kevin already said we're way off topic, so C could go on all day. I'm sure that we're only back on topic if searching website. It's got all sorts of tools. Yeah, ours or the company. So it doesn't have long, well they've, what I review the feature request the discussion board set or say, Hey, should we have, and other people can vote it up, vote down. I've seen the.