LAKEWOOD CITY COUNCIL
STUDY SESSION AGENDA

Monday, August 28, 2023
7:00 P.M.
City of Lakewood
Council Chambers
6000 Main Street SW
Lakewood, WA 98499

Residents can virtually attend City Council meetings by watching them live on the city's YouTube channel: https://www.youtube.com/user/cityoflakewoodwa

Those who do not have access to YouTube can call in to listen by telephone via Zoom: Dial +1(253) 215-8782 and enter meeting ID: 868 7263 2373

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Page No.

CALL TO ORDER

ITEMS FOR DISCUSSION:

(3)   1.   Review of City of Lakewood Brand Guide and Communications and Marketing Operational Plan. – (Memorandum)

(42)   2.   2024 Comprehensive Plan Periodic Review Update – Transportation and Utilities. – (Memorandum)

ITEMS TENTATIVELY SCHEDULED FOR SEPTEMBER 5, 2023 REGULAR CITY COUNCIL MEETING:

1.   Proclamation declaring September 11, 2023 as Patriot Day and Day of Remembrance. – *Chief Patrick Smith, Lakewood Police Department and Chief Jim Sharp, West Pierce Fire and Rescue*

2.   Proclamation recognizing National Hispanic Heritage Month.

3.   Business Showcase. – *Lakewood Barbershop*

4.   Youth Council Report.

5.   Clover Park School District Report.

6.   Authorizing the execution of an amendment to the interagency agreement with Washington State Department of Enterprise Services for the Lakewood City Hall Phase I Energy Upgrades. – (Motion – Consent Agenda)

Persons requesting special accommodations or language interpreters should contact the City Clerk, 253-983-7705, as soon as possible in advance of the Council meeting so that an attempt to provide the special accommodations can be made.

http://www.cityoflakewood.us

7. Authorizing the execution of an amendment to the agreement with Tetra Tech for the Waughop Lake Alum Treatment. – (Motion – Consent Agenda)

8. Authorizing the execution of an agreement for the Western State Hospital Plan Review. – (Motion – Consent Agenda)

9. Amending Lakewood Municipal Code Chapter 2.14 related to training required of Court Compliance Officer. – (Ordinance – Regular Agenda)

10. Sewer Connection Update. – (Reports by the City Manager)

REPORTS BY THE CITY MANAGER

CITY COUNCIL COMMENTS

ADJOURNMENT

http://www.cityoflakewood.us

TO: Mayor and City Council

FROM: Brynn Grimley, Communications Manager

THROUGH: John J. Caulfield, City Manager

DATE: August 28, 2023

SUBJECT: Lakewood Brand Guide and Communications &
               Marketing Operational Plan

ATTACHMENTS: City of Lakewood Brand Guide and City of Lakewood
Communications & Marketing Organizational Plan.

To strengthen engagement with Lakewood residents, business owners and community stakeholders it is important to communicate consistently and in a way that is recognizable to the public.

The Communications division created this brand guide to provide a set of standards and guidelines to be used across all departments to create cohesive communication from the City.

The way people receive information is continually evolving. We are constantly watching trends and adapting City communication to meet current best management practices.

A brand guide is a strategic tool that ensures consistency in the way information is presented to the public. Its guidelines dictate how the brand should be represented across different communication channels, like advertising, social media, website, mailed materials and more.

With this brand guide, the city will establish a uniform and cohesive identity that reflects the adopted City Vision Statement and City Council goals and objectives. It also provides clear instructions on the use of logos, colors, fonts, imagery, and tone of voice, which helps to create a strong and recognizable image.

As the City's visual and verbal identities remain consistent, the public will easily identify city information, resulting in deeper connections and quicker dissemination of information.

A look at recent social media statics reinforce this connection. We slowly rolled out elements of the brand guide this spring on the city's social media channels. This included changing the types of materials shared and how the materials looked. The results speak for themselves.

From April 1 to Aug. 1, 2023 we saw the following increases:
- 147.5% increase in Facebook impressions across the City and Lakewood Police Department pages.
- 244.5% increase in engagements across both Facebook pages.
- 18.6% in rate of net followers across both Facebook pages.
- 450% increase in Instagram impressions across the Lakewood Police Department account.
- 573.3% increase in Instagram engagements across the police account.

With this guide in place, it will continue to enhance the city's efforts to raise awareness about city events, major city projects, available services, City Council legislative action and other matters of significance to the Lakewood community.

Lakewood Brand Guide
City Manager Department

Purpose

Brand recognition ensures that people identify materials with an organization simply upon viewing, reading or hearing a piece of media.

Regularly putting out materials consistent with a brand guide achieves brand recognition. This helps residents identify and access city resources faster and easier.

The purpose of any brand guide is to:

- Establish brand recognition

This supports City Council goals by:

- Increasing accessibility and transparency, while improving the recognition of city materials.

Core Principles

Vital government services have the best chance at reaching hard-to-reach audiences when they are delivered in an accessible, representative and consistent manner.

Accessibility

- Every person in Lakewood should be able to access and consume our materials.

Representation

- All materials under the Lakewood brand must accurately represent our residents and landscape.

Consistency

- Lakewood residents must be able to recognize city materials simply by appearance.

Everyday Application

Typography: Montserrat

The average person comprehends virtual media better when written in a sans-serif typeface.

Logo

The correct, professional and consistent use of our logo is vital to maintaining our image and community pride.

Color Palette

COLOR PALETTES

Lakewood Blue should serve as the dominant color whenever possible. More important than using these exact colors is to design materials within the brand: bold, accessible and well-paired with Lakewood Blue.

Lakewood Blue
CMYK: 100/84/33/21
RGB: 26/58/103
HEX: #1A3A67

Police Blue
CMYK: 100/94/39/52
RGB: 6/21/64
HEX: #061540

Evergreen
CMYK: 81/44/84/45
RGB: 37/77/50
HEX: #254D32

Roundabout Red
CMYK: 26/99/99/25
RGB: 150/29/31
HEX: #961D1F

Clear Sky
CMYK: 35/7/0/0
RGB: 154/209/254
HEX: #9AD1FE

Garry Oak Green
CMYK: 79/29/92/15
RGB: 58/125/68
HEX: #3A7D44

Pink Tulip
CMYK: 0/69/44/0
RGB: 243/116/117
HEX: #F37475

Rainier Glacier
CMYK: 9/2/0/0
RGB: 227/240/255
HEX: #E3F0FF

Waughop Moss
CMYK: 20/4/51/0
RGB: 208/219/151
HEX: #D0DB97

Oakbrook Orange
CMYK: 0/72/84/0
RGB: 255/107/53
HEX: #FF6B35

Gonna Rain Gray
CMYK: 15/11/13/0
RGB: 215/215/213
HEX: #D7D7D5

Steilacoom Prairie
CMYK: 13/23/53/0
RGB: 223/191/134
HEX: #DFBF86

Police Yellow
CMYK: 7/28/89/0
RGB: 237/184/59
HEX: #EDB83B

Already Raining
CMYK: 62/54/61/33
RGB: 85/85/78
HEX: #55554E

Creek Bank Brown
CMYK: 34/76/100/36
RGB: 123/62/25
HEX: #7B3E19

American Lake Sun
CMYK: 7/0/89/0
RGB: 244/235/55
HEX: #F4EB37

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Imagery

Public pride and trust depend on our professionalism, including in our visual storytelling.

Accessibility

Every person in Lakewood should be able to access and consume our materials.

Whether through website or social media, it is important to follow accessibility standards so all people can consume our content.

Web Content Accessibility Guidelines provide a single, shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.

WCAG Guidelines

- Lakewood's website must be at a "AA" level.

Translation

- The City of Lakewood website utilizes a Google plugin called **GTranslate** for translation. It reads text and provides a best attempt at translation. The most simple language possible is required to give the best chance at correct translation.

By the numbers

Social Media Reach

Data from April 1-Aug. 1, 2023 (compared against prior five-month period.)

Facebook: City & Lakewood PD pages

- **2,588,424** Impressions (147.5% increase)
- **296,602** Engagements (244.5% increase)
- **1,480** Net Followers (18.6% increase in rate, 4.5% increase in total following)
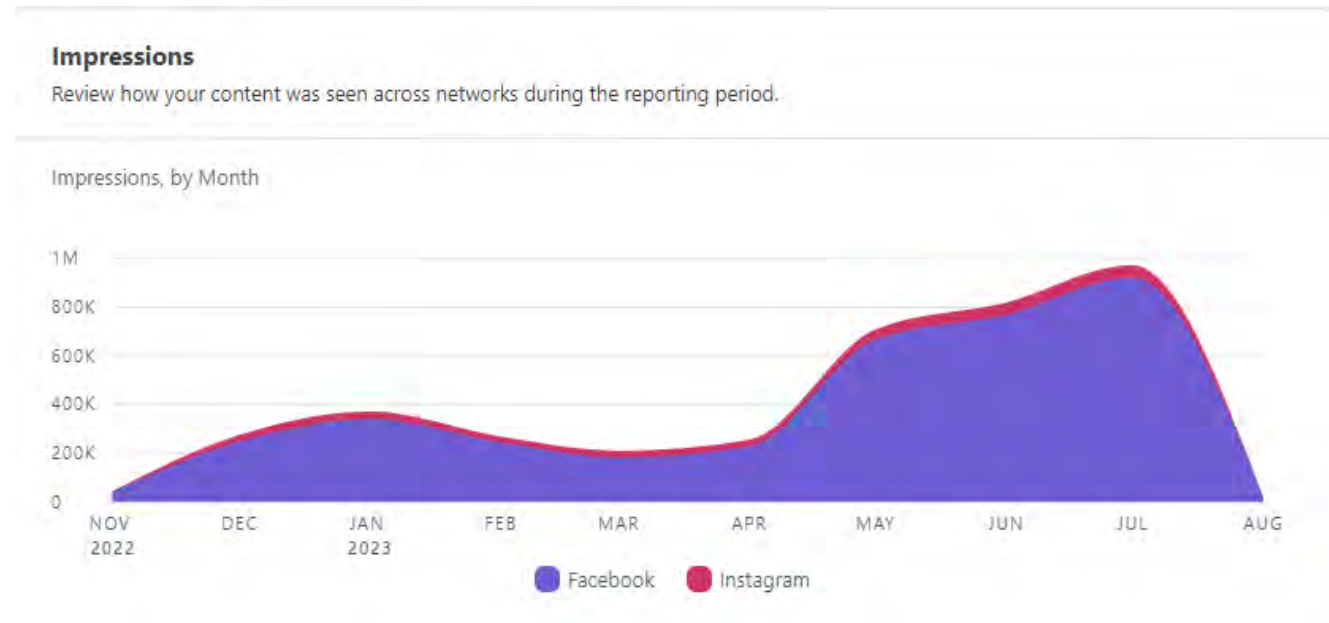
Instagram

City account

- **155,344** impressions (41% increase)
- **7,206** Engagements (32.9% increase)
- **277** Net Followers (102.2% increase in rate, 10.5% in total following)

Police account (created July 2022)

- **20,221** impressions (450% increase)
- **1,158** Engagements (573.3% increase)
- **161** Net Followers (98.8% increase in rate, 71.9% increase in total following)

Impressions
Review how your content was seen across networks during the reporting period.

Impressions, by Month

Facebook   Instagram

Communications & Marketing

Communications Organizational Plan

Plan Goals

Strengthen engagement with the community; raise awareness about city events, major projects and City Council action.

OBJECTIVES

- Increase awareness of City of Lakewood actions.
- Increase engagement in the legislative process.
- Provide access so all people can be engaged.
- Establish transparency.
- Reinforce credibility.
- Provide consistent messaging.

GUIDING COMMUNICATION PRINCIPLES

- Clear and direct
- Proactive
- Transparent
- Listen and learning

DELIVERY CHANNELS

- Quarterly Lakewood Connections Magazine mailed to 31,000 homes.
- Website "News & Updates"
- Subscriber e-newsletters
    - City Manager's Bulletin (weekly)
    - Economic Development News (monthly)
    - Event-specific marketing
- News Media
- Official city social media channels
- Connecting with community partners to request they share information on their channels and platforms

Questions?

Thank you.

Brynn Grimley
Communications Manager

Derek Gibson
Communications Coordinator

City of Lakewood

BRAND GUIDE

Version 1.1
June 2023

TABLE OF CONTENTS

PURPOSE

The purpose of any brand guide is to establish brand recognition. Brand recognition ensures that people identify materials with an organization simply upon viewing, reading or hearing a piece of media.

Establishing the Lakewood brand supports City Council goals by increasing accessibility and transparency, while improving the identifiability of city materials internally and externally.

Lakewood is in a unique position. As we build our identity we can also begin to establish our brand and use it to better serve our residents.

Public service through branding means providing accessible and consistent content that accurately represents our residents, landscapes and community partners.

Regularly putting out materials consistent with this brand guide will achieve brand recognition. This will help residents identify and access city resources faster and easier.

PURPOSE

The core principles behind this brand guide are accessibility, representation and consistency. In order to deliver the best communication possible, city employees must follow these core brand principles. Simply keeping these in mind while generating ideas and content will ensure adherence to the brand.

Accessibility

Every person in Lakewood should be able to access and consume our materials.

No one will be left out of an event or government service because they could not recognize, access, read, translate or understand materials.

Representation

All materials under the Lakewood brand must accurately represent our residents and landscape.

Messaging and imagery must represent Lakewood for the diverse community that it is. Materials must make people feel welcome in their city and neighborhood.

Consistency

Lakewood residents must be able to recognize city materials simply by appearance.

Consistent use of this brand guide will boost brand recognition. This will help people recognize city materials faster and easier, which expedites the process of providing information to the public.

COMMUNICATIONS DIVISION

Vital government services have the best chance at reaching hard-to-reach audiences when they are delivered in an accessible, representative and consistent manner. **The purpose of the communications division is to facilitate the messaging process from design to delivery in order to best follow these principles.**

The communications division is the keeper of this brand guide and has the final say on all public-facing materials. In order to best follow the principles outlined above all public-facing materials must be approved by communications before being released. Preferably, communications will design all city materials released to the public with few exceptions.

Do not ever guess whether something fits the brand or follows the brand principles. Please consult this guide. If this guide is not readily available please contact communications.

TYPOGRAPHY

Other than the logo, typography is the most recognizable feature of the brand. Consistency through all city departments and platforms will **ensure brand recognizability and demonstrate unity throughout all government functions.**

TYPOGRAPHY

To provide consistency, it is important to select one font family to be used on all public-facing communciation. The Montserrat font family was chosen for its easy readability, specifically through screens. The average person comprehends virtual media better when written in a sans-serif typeface. With the rising number of Lakewood residents consuming information virtually, bringing the brand forward while catering to their needs is essential. The Montserrat family is an affordable and universal solution, working well on both virtual and printed media.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890
!@#$%^&*()+=

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890
!@#$%^&()+=*

MONTSERRAT EXTRA-BOLD
Montserrat Regular Bold
Montserrat Semi-Bold
Montserrat Regular

City of Lakewood
Montserrat Regular

City of Lakewood
City of Lakewood
City of Lakewood
CITY OF LAKEWOOD

Montserrat Semi-Bold

SECONDARY TYPEFACES

The Montserrat font family will be the primary typeface for Lakewood materials and should cover almost every need. Situations may arise where other typefaces are needed (ex: holidays/events). In these situations, a typeface that compliments Montserrat should be chosen and Montserrat should be used as the secondary typeface.

In most cases, the **temporary typeface should only be used as display text** and Montserrat should be used for any informational body text. Chosen **secondary typefaces must be high in contrast** compared to Montserrat. This can be achieved by using a high contrast serifed, block, or script typeface.

The words "City of Lakewood" and "Lakewood" must always be in Montserrat (i.e. "The City of Lakewood Presents").

COLORS

Every season brings new colors in Lakewood. Summer brings warm yellows and soft pinks from sunsets reflected off of American Lake. Fall gives us rich oranges and deep browns as leaves tumble from our Garry Oak trees.

Winter in Lakewood provides gray overcast skies that rain icy blues onto our streets, while spring brings every shade of green that our mossy trees and prairies have to offer.

It would be impossible to represent Lakewood's vibrant landscapes with only a few colors. This selection of colors offers a range of possibilities that celebrates our diverse landscape both geographically and socially.

COLOR PALETTES

Lakewood Blue should serve as the dominant color whenever possible. More important than using these exact colors is to design materials within the brand: bold, accessible and well-paired with Lakewood Blue.

Lakewood Blue
CMYK: 100/84/33/21
RGB: 26/58/103
HEX: #1A3A67

Police Blue
CMYK: 100/94/39/52
RGB: 6/21/64
HEX: #061540

Clear Sky
CMYK: 35/7/0/0
RGB: 154/209/254
HEX: #9AD1FE

Rainier Glacier
CMYK: 9/2/0/0
RGB: 227/240/255
HEX: #E3F0FF

Gonna Rain Gray
CMYK: 15/11/13/0
RGB: 215/215/213
HEX: #D7D7D5

Already Raining
CMYK: 62/54/61/33
RGB: 85/85/78
HEX: #55554E

Evergreen
CMYK: 81/44/84/45
RGB: 37/77/50
HEX: #254D32

Garry Oak Green
CMYK: 79/29/92/15
RGB: 58/125/68
HEX: #3A7D44

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CMYK: 13/23/53/0
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HEX: #DFBF86

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HEX: #F37475

Oakbrook Orange
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RGB: 255/107/53
HEX: #FF6B35

Police Yellow
CMYK: 7/28/89/0
RGB: 237/184/59
HEX: #EDB83B

American Lake Sun
CMYK: 7/0/89/0
RGB: 244/235/55
HEX: #F4EB37

LOGOS

Any flier, document, handout, banner or other medium that displays our logo directly reflects the city and the people who call it home.

The correct, professional and consistent use of our logo is vital to maintaining our image and community pride.

PRIMARY LOGOS

The following logos are the primary logos for Lakewood. These should be used on all materials where individual department logos or the medallion alone cannot be used. Always check for accessibility standards before placing a logo.

Blue background only used to demonstrate white logo. Blue is not part of the logo.

LOGO USAGE RULES

Never put objects/text closer than 1/8th the width of the medallion. Never skew or warp the logo. Do not pair another typeface with the logo or medallion. Do not put the logo on an overly busy background. Do not change the color of the logo outside of black or white. Do not stack the medallion and text in any other way or create new logo variations.

1/8 width of medallion

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IMAGERY

We want the public to trust us. We want them to utilize our services and come to our events. We also want them to be proud of their city and share our materials.

This is why it is extremely important to use high quality, consistent imagery. **Public pride and trust depend on our professionalism, including in our visual storytelling.**

Imagery includes photography, maps, graphics, iconography, charts or anything else that may serve as a visual aid.

PHOTOGRAPHY

Photography is one of the best ways to convey a message. One good photo can tell an entire story about a city event, safety alert, construction update or anything else that needs to be communicated to the public. Poor photography does not communicate a clear message and may do more harm than good. Use the checklist below to use a photo on city materials.

1 Is the photo high quality?
Is it the correct aspect ratio for the medium?

2 Does the photo contain a focal point?
Is there a specific point of interest?

3 Does the photo demonstrate something?
Is there is a clear purpose and message?

4 Does the photo accurately represent the Lakewood community/residents?

5 Does the photo accurately represent the service or event being advertised?

Photo of Lakewood Police Lieutenant at the annual LPD Food Drive

No focal point or message

Low quality stock photo

*Does not accurately represent Lakewood*

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PHOTOGRAPHY

Images that represent and empower the Lakewood community

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ICONOGRAPHY

Consistency with iconography will ensure that residents recognize when a service is coming from the city and what is being offered without having to use words. Consistent iconography will also boost accessibility via recognizability on the website as residents become accustomed to the brand.

The following style of icons is the only style approved for city use. If you do not know where to access them please reach out to the communications team. If none of these fit your needs please reach out and communications will get back to you with a better suited icon.
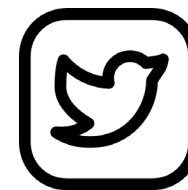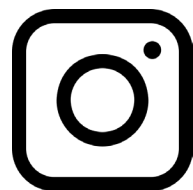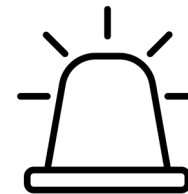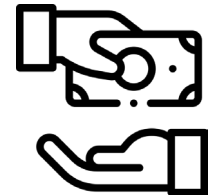
ACCESSIBILITY

Every person in Lakewood should be able to access and consume our materials. This includes materials created across all city departments and channels.

This brand guide must be used correctly to comply with accessibility standards. This includes all print and virtual media.

WCAG GUIDELINES

Web Content Accessibility Guidelines (WCAG), developed by the World Wide Web Consortium (W3C), provide a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally. These guidelines make content more accessible to a wide range of people with disabilities, including blindness, low vision, photosensitivity, combinations of these, and some accommodation for learning disabilities and cognitive limitations.

Section 508 of the Rehabilitation Act—a federal law that covers accessibility of Information and Communication Technology—directs **WCAG 2.0 Level AA as the technical standard that should be followed.** Lakewood is committed to making our content and materials accessible to all citizens, and strives to meet WCAG 2.0 Level AA.

WCAG 2.0 Accessibility Levels
    A: minimum, or basic accessibility
    AA: addresses the major, and most common, accessibility issues
    AAA: the highest standard of digital accessibility

The below color combinations are only a few of the WCAG-approved combinations within the brand guide. Always consult the WCAG website to check for accessibility before using other color combinations: webaim.org/resources/contrastchecker

White on Black	White or Black on 66% Gray	Black on 33% Gray
White on Lakewood Blue	Lakewood Blue on Clear Sky	Lakewood Blue on Rainier Glacier
White on Evergreen	White on Garry Oak Green	Evergreen on Waughop Moss
White on Roundabout Red	Black on Oakbrook Orange	Red on American Lake Sun

WCAG GUIDELINES

Most of our information is shared virtually. Whether this is through our website or social media channels it is important to follow accessibility standards so all people can consume our content. WCAG Accessibility Standards must be met in other areas besides color, such as layout and hierarchy, graphics and images, fillable forms, mobile accessibility, keyboard access and screen readers.

This is only a summary of the most relevant accessibility standards for Lakewood. For a more comprehensive explanation on WCAG standards visit: accessibility.digital.gov

Layout and Hierarchy

Can you quickly understand the meaning of the page and complete your task?

- Make sure key information is discernible at a glance
- Create a clear hierarchy of importance
- Ensure all content and design fits into a logical heading structure
- Reading order same as visual order
- Group related items in proximity to one another

Graphics and Images

Can you easily understand content associated with graphics, icons, and images?

- Make sure key all graphics have descriptive captions written in plain language
- Avoid using graphics when written content could communicate the same thing
- Use icons as helpful visual cues to connect concepts

Fillable Forms

Are forms as simple as possible and only ask what's needed to complete the task?

- Present fields in a single-column layout
- Ensure form fields have clearly defined boundaries
- Do not use placeholder text in form fields
- Provide highly visible and specific error states

Mobile Accessibility

Can you understand key information and perform critical tasks on a mobile device?

- Make sure you can reach primary actions easily with either left or right thumbs
- Make touch targets at least 48 px
- In most cases, touch targets are separated by 8 px of space or more to ensure users don't select the wrong action

Keyboard Access

Can you reach anything that's interactive using the tab key?

- Using only your keyboard, navigate through the page using the "tab" key
- Make sure you can reach all interactive elements and trigger them with space bar, enter or arrow keys.
- Check that interactive items appear in logical order on the page

Screen Readers

Can you use a screen reader to access the page content?

- Use Alternative Text for all photos and graphics
- If forms are present, make sure screen reader reads labels and instructions
- Make sure that all links are properly descriptive

TRANSLATION

More often than not, government content is complicated. It is our job as public servants to filter high level materials into simple, digestible language. This will not only help people understand what we are talking about, but will give our language translation service the best chance to do its job.

The City of Lakewood website utilizes a Google plugin called GTranslate for all of its translation needs. Much like Google Translate, it reads text and provides its best attempt at translation. Therefore, **the most simple language possible is required to give the best chance at correct translation.**

8TH GRADE LEVEL

Ideally, language on the website should be written at an 8th grade reading level or below. This will give all readers the best chance to correctly translate and comprehend materials. Utilize Hemingway App to check your content before posting to the website: **hemingwayapp.com**.

Example:

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CONTACTS

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bgrimley@cityoflakewood.us

DEREK GIBSON
Communications Coordinator
dgibson@cityoflakewood.us

City of Lakewood
BRAND GUIDE

City of
Lakewood

Communications & Marketing
Organizational Plan

Table of Contents

VISION STATEMENT

Lakewood is a thriving, urban, South Puget Sound City, possessing the core values of family, community, education, economic prosperity, and the equitable delivery of municipal services. We will advance these values by recognizing our past, taking action in the present, and pursuing a dynamic future.

The City Council's vision for Lakewood at its 30 Year Anniversary is a community:

- Inspired by its own sense of history and progress;
- Known for its safe and attractive neighborhoods, vibrant downtown, active arts and cultural communities;
- Sustained by robust economic growth and job creation;
- Recognized for the excellence of its public and private schools, and its community and technical colleges;
- Characterized by the beauty of its lakes, parks and natural environment;
- Acknowledged for excellence in the delivery of municipal services;
- That actively cultivates, embraces, and continually strives to create a more inclusive community with the equitable delivery of City services; and
- Supportive of Joint Base Lewis McChord (JBLM), Camp Murray, service members and their families.

– Lakewood City Council, Adopted June 21, 2021

COMMUNICATION PLAN GOALS

To strengthen engagement with residents, business owners and community stakeholders and raise awareness and enhance communication about city events, major city projects, available services, City Council legislative action and other matters of significance to Lakewood taxpayers.

OBJECTIVES

1. Increase awareness of City of Lakewood actions.
2. Increase engagement in the legislative process.
3. Provide access so all people can be engaged.
4. Establish transparency.
5. Reinforce credibility.
6. Provide consistent messaging.

GUIDING COMMUNICATION PRINCIPLES

1. Clear and direct
2. Proactive
3. Transparent
4. Listen and learning

COMMUNICATIONS GUIDELINES

The following serves as a guide for how messaging and communication from the City of Lakewood is executed:

- Communication will be clear and direct and follow the city brand guidelines.
- All messages/communication will be audience specific.
- Messaging will be distributed through an appropriate channel.
- Communication will be proactive, where possible, informing people what they need to know before they need to know it.
- Only the communications team will distribute official press releases/statements on behalf of the city, unless decided otherwise by the City Manager.
- Only designated communications team members will have administrative oversight of the city's official social media accounts, unless otherwise directed by the City Manager.

DELIVERY CHANNELS

Delivery Channels provide the mechanism for disseminating information to the public. The City of Lakewood reaches audiences in multiple ways, including through digital channels with its website and social media, through emailed newsletters to people who subscribe to receive communication from the city and through the city's print magazine, mailed four times a year to all addresses in Lakewood. The city also sends targeted information through postcard mailers or letters to inform residents and businesses. When sending information, it is always important to consider the best channel to use to reach the desired audience.

Examples of how Lakewood communicates include:

- Quarterly Lakewood Connections Magazine mailed to 31,000 households in the city.
- Regular posts to the City website under "News & Updates"
- E-newsletters, including:
    o City Manager's Bulletin (weekly)
    o City Council Agenda Packets (weekly)
    o Economic Development Newsletter
    o Long-range planning newsletter
    o Event promotions
    o Public notices
    o Request for bids/qualifications
    o Campaign specific: Hidden Heroes (once a week for eight weeks)
- News Media (through emailed press release/statement).
- Official City social media channels (Facebook, Instagram, Twitter, LinkedIn, YouTube)
- Connecting with community partners to request they share information through their channels and platforms.
- Videos shared to social media

MEASURING SUCCESS

The effectiveness of communications is varied and at times can be difficult to fully measure.

However, the following framework offers a way to evaluate communications to determine whether the appropriate audience was reached, and the desired intent achieved.

Delivery channel	Measurement of success
Website posting	Review total number of visits to website/latest news item to see if there was increased visits.
News media (press release)	A story, article, news coverage of the content identified in the release.
Social media	Review social media analytics to determine effectiveness of content shared and whether there was an increase in post reach and how often the content is shared by other users, which helps increase public awareness.
Mailchimp e-newsletters	Review analytics to determine total number of emails opened and viewed to see if the public is reading the content.

2024 Comprehensive Plan Periodic Review (24CPPR): Transportation and Utilities
City Council Meeting

August 28, 2023
Tiffany Speir, Long Range & Strategic Planning Manager

Where to track and participate in 24CPPR Process for Lakewood

https://cityoflakewood.us/24periodicreview/

https://lakewoodwaspeaks.org/

The Planning Commission is holding a series of discussions on topics being considered during the 2024 Comprehensive Plan Periodic Review available by clicking here and opening the Planning Commission meeting tab.

The City Council is also holding a series of study sessions about the 2024 Periodic Review available by clicking here and opening the City Council meeting tab.

Sign up for 24CPPR Public Updates at https://cityoflakewood.us/24periodicreview/

State Law & Regional/Countywide Policy requirements for Transportation Element and Regulations:

- An inventory of air, water, and ground transportation facilities and services, including transit alignments, state-owned transportation facilities, and general aviation airports.

- A description of intergovernmental coordination efforts, including:

    - an assessment of the impacts of the City's transportation plan and land use assumptions on the transportation systems of adjacent jurisdictions; and

    - Consistency with the Regional Transportation Plan.

- A focus on active transportation facilities and environmental justice. Transit availability must be reviewed from equity of access and ADA accessibility standpoints.

- Adopted levels of service (LOS) standards for all arterials, transit routes and highways.

    - Identification of specific actions to bring locally-owned transportation facilities and services to established LOS.

    - If probable funding falls short, a discussion of how additional funds will be raised, or how land use assumptions will be reassessed to ensure that LOS standards will be met.

    - The transportation concurrency requirement includes specific language that prohibits development when LOS standards for transportation facilities cannot be met. (Highways of statewide significance (HSS) are exempt from the concurrency ordinance.)

    - Analysis of impacts to state-owned transportation facilities and locally owned arterials from multimodal levels of service (transit and non-motorized).

State Law & Regional/Countywide Policy requirements for Transportation Element and Regulations continued

- A 10+ year traffic forecast of traffic including land use assumptions used in estimating travel.
    - A projection of state and local system needs to meet current and future demand.

- A pedestrian and bicycle component to include collaborative efforts to identify and designate planned improvements for pedestrian and bicycle facilities and corridors that address and encourage enhanced community access and promote healthy lifestyles.

- Reduce vehicle miles traveled:
    - Analysis of greenhouse gas emissions and per capital vehicle miles traveled;
    - A description of any existing and planned transportation demand management (TDM) strategies, such as HOV lanes or subsidy programs, parking policies, etc. TDM requirements must be consistent with the Comprehensive Plan.
    - If required by RCW 70.94.527, a commute trip reduction (CTR) ordinance to achieve reductions in the proportion of single-occupant vehicle commute trips has been adopted. The ordinance should be consistent with Comprehensive Plan policies for CTR and WSDOT rules.

- Finance:
    - An analysis of future funding capability to judge needs against probable funding resources.
    - A multi-year financing plan based on needs identified in the Comprehensive plan, the appropriate parts of which serve as the basis for the 6-year street, road or transit program.

PSRC Review and Certification of Comprehensive Plans

The Puget Sound Regional Council's (**PSRC's**) review and certification function is for cities, counties, and agencies to be eligible for PSRC's federal transportation funding.

2024 PSRC Review and Certification Focus Areas

- Consistent land use assumptions and travel demand forecasts
- Service and facility needs
- Plan for transportation financing and projects
- Demand management
- Pedestrian and bicycle planning
- Transportation project lists and financing

- Transportation modeling based on shared regional growth assumptions
- Regional Growth Strategy
- Climate change, air quality and VMT provisions
- Equitable transit-oriented development (TOD)
- Housing supply and choices near transit and job centers

2024 PSRC Review and Certification Items to Watch for

- Alignment between Comprehensive Plan Elements (Internal Consistency)
- Transportation modeling based on different assumptions, inconsistent between elements Alignment with Growth Targets (External Consistency)
- Planned growth significantly higher than countywide targets

- Missing Transportation Requirements
- Incomplete project lists or financing plan
- Missing or incomplete pedestrian & bike component
- Inconsistencies with projects on state facilities

2024 Periodic Review
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State Law & Regional/Countywide Policy requirements for Utilities Element and Regulations:

Utilities include, but are not limited to: sanitary sewer systems, water lines, fire suppression, electrical lines, telecommunication lines, and natural gas

- Consistent with relevant Countywide Planning Policies and RCW 36.70A.070(4).
- The general location, proposed location and capacity of all existing and proposed utilities, including an inventory of telecommunications.

The Capital Facilities Element must also include a good faith effort to inventory the capital facilities for all outside utility providers.

- Pierce County Sewer Utility
- Lakewood Water District
- Puget Sound Energy
- Tacoma Power Utility
- Lakewood Light & Power

City of Lakewood

Utilities
- PC Sewer
- Lakewood Water District
- Lakewood Light & Power
- Tacoma Public Utilities
- Puget Sound Energy

Agencies
- Pierce Transit
- Sound Transit
- WSDOT

Other Government Partners
- Pierce County
- Steilacoom, University Place, and Tacoma

In addition to the Transportation Element text and maps being updated, the following functional plans (and their updates) will be included as Appendices to the Comprehensive Plan:
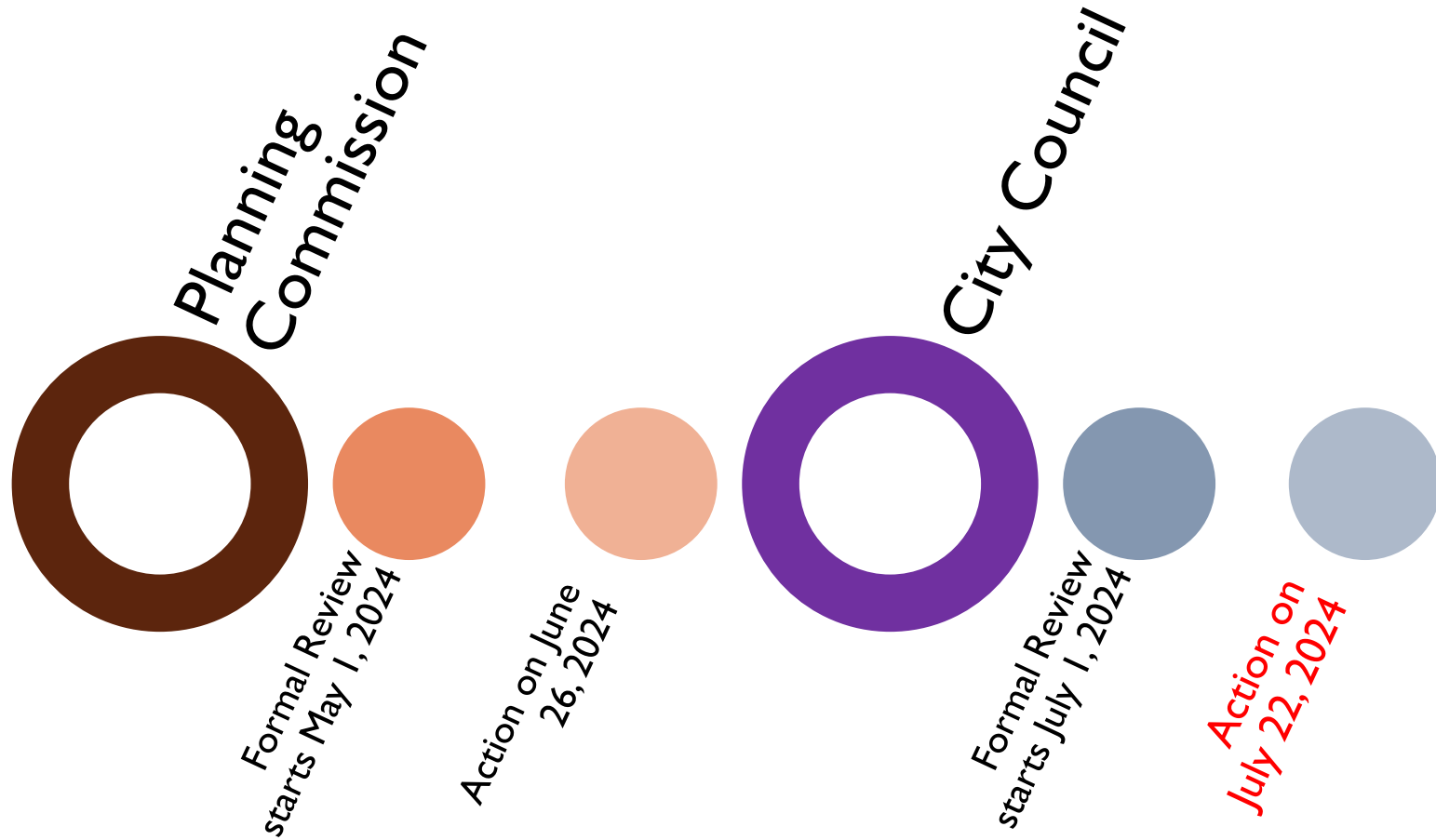
- Most recent 6 year Lakewood Transportation Improvement Program (TIP)

- 2023 Non-Motorized Transportation Plan Update (PDF)

    - 2023 Non-Motorized Transportation Plan Appendices (PDF)

- 2023 Lakewood ADA Transition Plan

- Most recent Pavement Condition Report

- Most recent Traffic Volume Report

- Pierce Transit and Sound Transit Capital Improvement Plans

In addition to the Utilities Element text and maps being updated, the following functional plans (and their updates) will be included as Appendices to the Comprehensive Plan:

- Utilities' Capital Improvement Plans (sewer, water power)

- Power Utilities' Clean Energy Plans

Legislative Schedule
Subject to change

Planning Commission

City Council

Formal Review starts May 1, 2024

Action on June 26, 2024

Formal Review starts July 1, 2024

Action on July 22, 2024

Review of draft by Commerce and PSRC prior to Council final action

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