



SOUTH HILL COMMUNITY ENGAGEMENT

CEP 460 Final Presentation
Wednesday December 3, 2025



MEET THE TEAM



Research Lead



Project Manager
- Final



Point of Contact

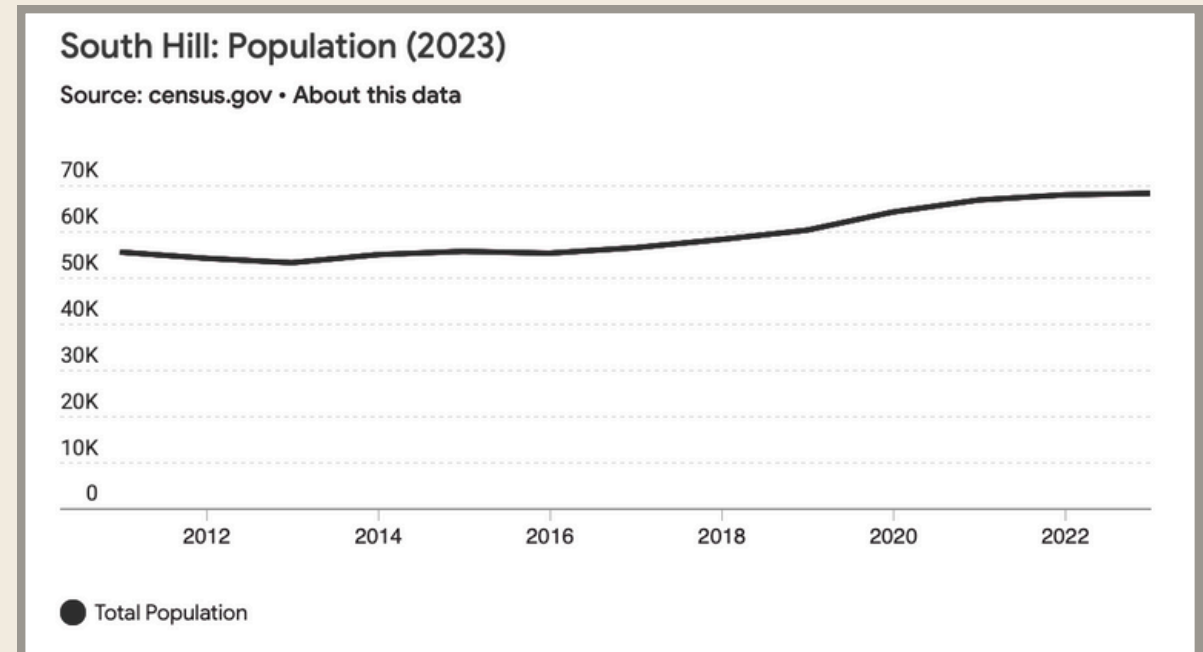
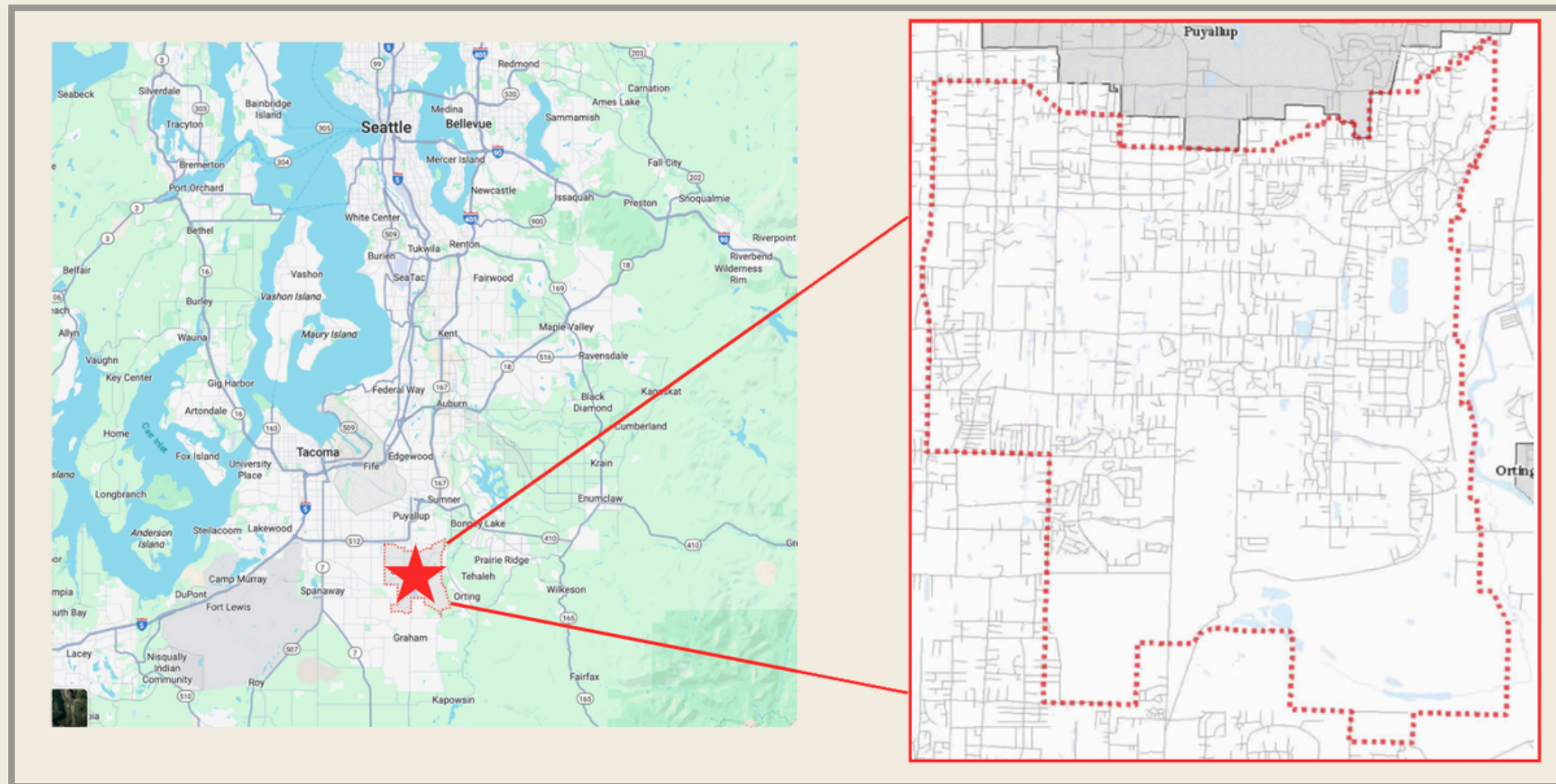


Graphics
Coordinator



Project Manager

BACKGROUND



68,161 residents (2023)

South Hill, Washington

- Unincorporated area of Pierce County, Washington.
- Does not have a local government and does not have elected officials at the town level.



PROJECT BACKGROUND

Goal: Establish a 30-member advisory board that accurately represents South Hill's population.

Our role: Develop a report-style final deliverable that encompasses

- An approach to getting started on engagement.
- Demographics and groups missing in current considerations.
- Best in assembly, gathering data, and facilitation.
- Other places to capture the community.

RESEARCH QUESTIONS

- Consider the community's demographics, layout, and resources. Who do you talk to when you do outreach?
- How do you suggest building community here?
- How do you represent the community when there aren't a lot of organizations?
- Where are the kernels of community engagement? If there aren't any, what do you suggest?



SOUTH HILL CONTEXT

Demographics

- 56% White
- 11% Hispanic
- 10% Asian
- 8% Black

- 6.4% of people are below the poverty line
- 12.6% foreign-born
- 12.3% veteran status
- 35.3 median age

Neighborhood Context

- Condensed around Meridian Ave.
- Car-centric
- Two zoned community/ town centers and the South Hill Mall are notable busy areas
- Mainly single-family housing. Recently changed to allow for middle-housing and apartments
- Abundance of residential communities
- Points of concern from residents are public safety and transportation

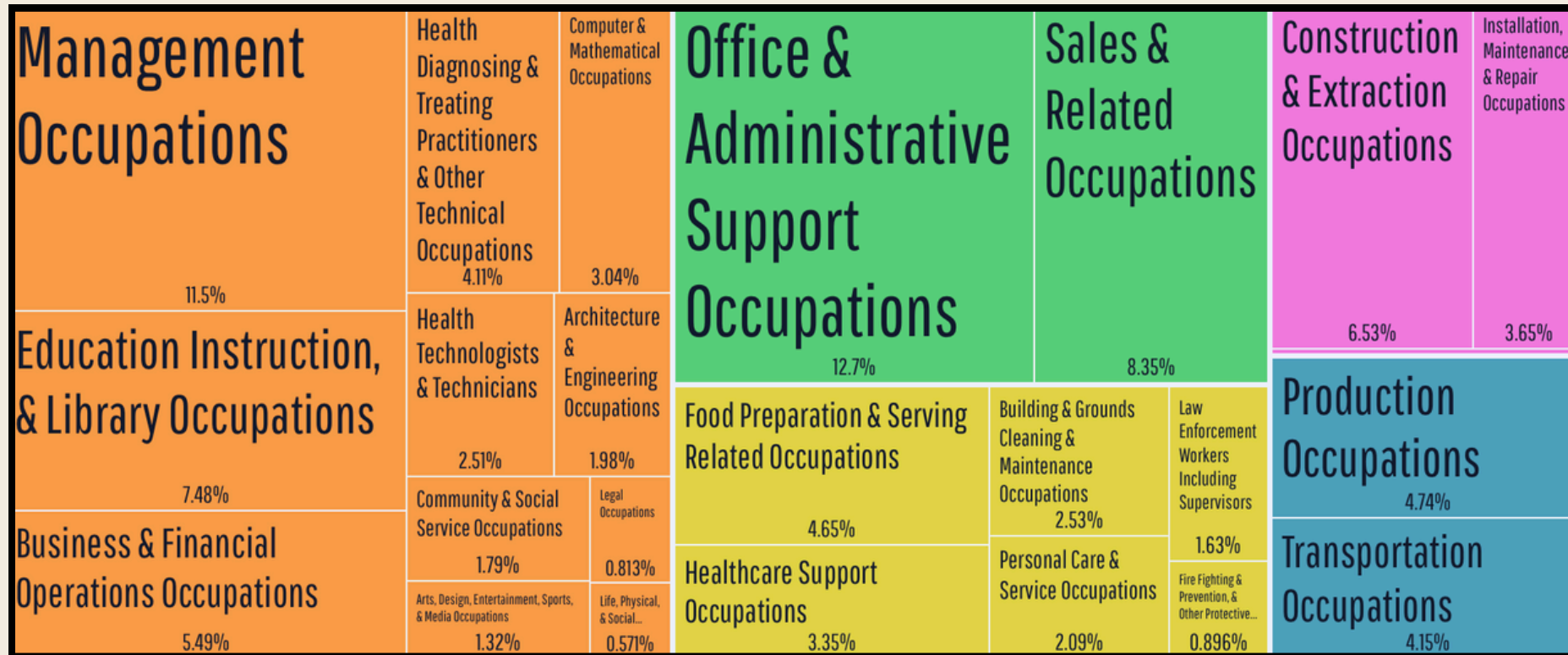
WHY COMMUNITY ENAGEMENT IN SOUTH HILL

- Process of incorporation
 - Motion from the community
 - Petition with valid signatures from 10% of the population
- Home Rule
 - Resource management
 - Financial eligibility and allocation
 - Development

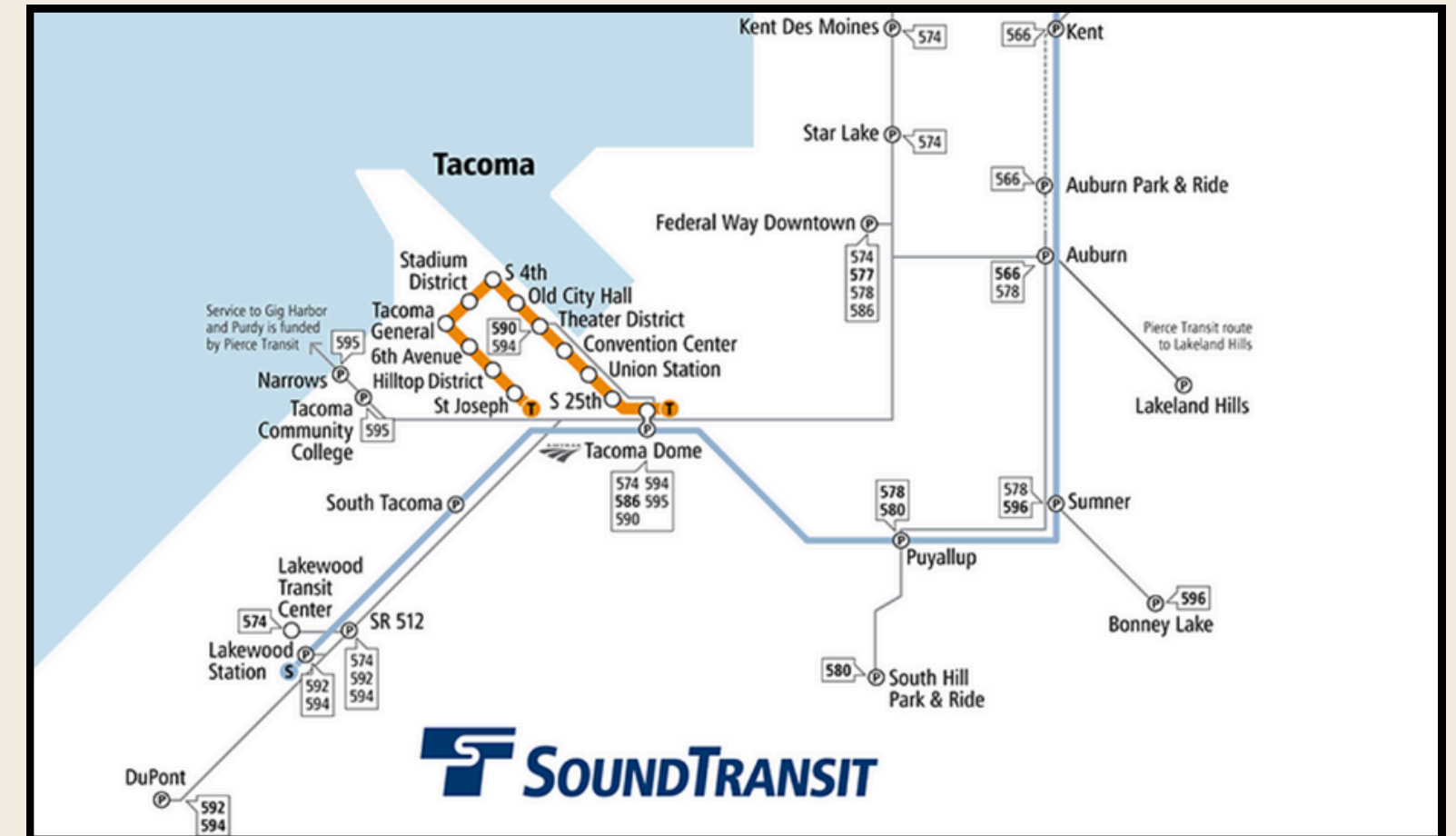
WHY COMMUNITY ENGAGEMENT IN SOUTH HILL

- Questions and prompts designed to surface ideas and thoughts about where South Hill could be in the future.
- Take direction from community not only about achievable, ‘low-hanging fruit’ steps that Pierce County can take, but also about the understanding of the landscape and ecosystem they exist in, how the county can orient differently to achieve success on different fronts to expand stakeholder understanding of what is possible and how incorporation does or does not align with those goals.

CURRENT CONSIDERATIONS



Source: Data USA



Source: Sound Transit

- Traditional working hours
- Access/feasibility of public transportation

MEETING STRATEGIES

WORKPLACE VISITS

- Target specific working demographics or businesses
- Don't have to rely on people coming to you, rather you meet them where they are at
- Provide adequate educational and contextual basis for people who may not be informed of the issue
- Keep activities and surveying simple
- Digital or print mail in feedback, to limit taking up time
- Q&A sessions with experts (Possibly team up with the **advisory board**)
- Dot Voting - Listing different options such as incorporation timelines or areas of most concern have people "dot" to place their votes
- Story collection - Ask people for stories of transportation issues, taxing concerns, etc to bring people's experiences to light rather than focus on critiques

Possible Locations:

- South Hill Mall
- Gyms
- Pierce College
- Pierce County Airport

MEETING STRATEGIES

HOUSING ASSOCIATIONS

- **Pierce County Housing Authority**

- Has an established board of commissioners
- Commission meets monthly, where community engagement events could take place!
- Currently receives funding from local, state, and federal funding
- Work with Metropolitan Development Council, YWCA,

- **Viking Estates**

- Mobile home park in eastern South Hill
- 55+ community that may benefit from city services

- **Sunrise Community Living**

- Master planned community in southeastern South Hill
- Developing a Sunrise Community Center (community events!)

MEETING STRATEGIES

LISTENING SESSIONS

- Found as a method in multiple King County Engagement Reports
- Can be facilitated both online and in person
 - Zoom, Teams, Skype
 - Public Library
- “Their frameworks and varied vantage points allow us to have a clearer picture of where we are starting and where it is possible to go”
(Public Health — Seattle & King County, 2023, pp. 8)

- **What in our work needs to be protected, held onto, and preserved?**
- **What are the impulses, trends, forces that we need to resist?**
- **What are the things that we need to innovate, invent, and develop?**
- **What are the things that we need to let go of?**

OUTREACH STRATEGIES

Social Media:

- 61% of SH Population is 18-64 years old; Instagram & Facebook are most commonly used for that age group.
- Instagram: No South Hill Specific Accounts; Pierce County, Pierce County Parks and Recreation.
- Facebook: Being Neighborly- South Hill, Concerned South Hill, Sunrise Village, Everything Puyallup, Pierce County.
- Local Businesses and partnerships: Reposts & share

Workplace & Housing Assoc. Meeting Specific

- Contact representatives to gauge interest
- Contact methods: Email, Social Media, Physical visit

ACCESS & BARRIERS

Workplace Visits/Housing Associations

- Creates more access: Some don't typically have a voice, the time, the transportation, or are aware.
- Connecting with real communities and more unheard voices
- Restricted Access, with potential for low diversity in lifestyle.

Listening Sessions

- Open to all
- Open conversations, little background knowledge required
- Online Sessions create more participation opportunities, potential for less engagement
- Restricted to those who have the time + technology, or transportation

SUMMARY OF METHODS

Key Strategies

- Identify target demographics or businesses; balance underrepresented and engaged groups
- Iterative Meetings; collect feedback to refine and improve process
- Utilize outreach for engagement **and** educational purposes
- Prioritize ease of access to participation

Community Meetings

- Workplace Visits
- HOA Meetings
- Listening Sessions

Outreach & Engagement

- Social media
- Online Partnerships

HOW THIS WILL HELP

Currently, there are **no groups that represent the community** and no real community leaders. The one existing advisory group is self-selected and all working in development.

This report provides an approach to getting started on engagement...

1. Demographics and groups missing in current considerations
2. Best strategies in assembly and facilitation
3. Diverse methods of outreach

...to build a sense of community in South Hill and facilitate direct involvement in community-wide issues and initiatives.

THANK YOU

Questions? Feedback?

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WORK CITED

<https://censusreporter.org/profiles/16000US5365922-south-hill-wa/>

<https://thesocialchangeagency.org/blog/community-outreach-done-right-tips-for-charities-and-funders/>

<https://www.usa.gov/outreach>

<https://www.newtarget.com/web-insights-blog/social-media-outreach/>