Project Overview

Snohomish County is required to update its Growth Management Act (GMA) Comprehensive Plan and regulations by June 30, 2024. The County’s Comprehensive Plan and implementing regulations will be updated to reflect state, regional, and local requirements as well as the communities’ priorities and vision. To complete this body of work, County staff will be reviewing and updating information and reaching out to its residents, community groups, and businesses to inform, engage, and obtain input. This document intends to establish a structure and approach to meet the state and local requirements for public outreach, and to ensure that effective engagement and outreach is accomplished to historically underserved communities and residents. The overarching goal of this outreach is to generate a Comprehensive Plan that ensures a high quality of life and access to opportunities for all residents of the county.

The County’s Comprehensive Plan serves to guide how the County will grow for the next 20-years and addresses the 14 goals of the GMA (RCW 36.70A.020) within five connected components. The implementing regulations are found throughout Snohomish County Code (SCC), and primarily in Title 30.
The 14 goals of the GMA:

- Concentrated urban growth,
- Sprawl reduction,
- Regional transportation,
- Affordable housing,
- Economic development,
- Property rights,
- Permit processing,
- Natural resource industries,
- Open space and recreation,
- Environmental protection,
- Early and continuous public participation,
- Public facilities and services,
- Historic preservation, and
- Shoreline management (RCW 36.70A.480).

Snohomish County’s Comprehensive Plan has traditionally been broken down into five components:

- The General Policy Plan (GPP),
- The Future Land Use Map,
- The Transportation Element,
- The Capital Facilities Plan, and
- The Parks and Recreation Element.

Within the 2024 Update, each of these five components will be combined into one document.

The GMA requires the county to create and broadly disseminate a Public Participation Plan (RCW 36.70A.140) for this update to the comprehensive plan. The purpose of this plan is to provide a unified public outreach approach for the various components of the update. This includes determining the county’s public participation goals, identifying project key parties, developing a communications approach and schedule. This plan describes how the county intends to meet the requirements for early and continuous public participation during the update.
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This plan will enumerate the state and local requirements for public participation and emphasize efforts to connect with and engage historically underserved communities.

Under the Revised Code of Washington (RCW) 36.70A.130, Snohomish County, and its cities/towns are required to: (1) plan for the succeeding 20-year population and employment growth forecast, and (2) update their comprehensive plans and development regulations to ensure the plan and regulations comply with the requirements of the GMA. Specifically, RCW 36.70A.140 states that:

“Each county and city that is required or chooses to plan under RCW 36.70A.040 shall establish and broadly disseminate to the public a public participation program identifying procedures providing for early and continuous public participation in the development and amendment of comprehensive land use plans and development regulations implementing such plans.
The procedures shall provide for broad dissemination of proposals and alternatives, opportunity for written comments, public meetings after effective notice, provision for open discussion, communication programs, information services, and consideration of and response to public comments."

There will be an emphasis on prioritizing outreach efforts to historically underserved communities as an acknowledgment that Comprehensive Plans cannot be updated in a vacuum and exclusively following the minimums of state and local requirements may exclude the communities who may be most impacted by the plan. This focus is in line with the Puget Sound Regional Council’s (PSRC’s) Vision 2050, and in particular the Multicounty Planning Policy (MPP) – Regional Collaboration (RC) Policy – 2:

“Prioritize services and access to opportunity for people of color, people with low incomes, and historically underserved communities to ensure all people can attain the resources and opportunities to improve quality of life and address past inequities.”
State and Local Requirements for Public Participation and Notice

Requirements to provide notice and allow participation are required by state law (RCW), the Washington Administrative Code (WAC), the County Charter, and the Snohomish County Code (SCC). The table below summarizes the legal public notice requirements. This document lays out in detail what the County plans to do to meet those requirements.

<table>
<thead>
<tr>
<th>Public Participation and Notice Requirements</th>
<th>Statutory Source</th>
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<tbody>
<tr>
<td></td>
<td>RCW</td>
</tr>
<tr>
<td>Broadly disseminate a public participation program for compliance updates, plan updates, annual amendments, and regulatory amendments</td>
<td>36.70A.130(2) 36.70A.140</td>
</tr>
<tr>
<td>Public participation program shall include opportunity for public comments, meetings, open discussion, etc.</td>
<td>36.70A.140</td>
</tr>
<tr>
<td>Integrate public participation plans under GMA, SEPA, SMA</td>
<td>365-196-600(3)(iv)&amp; (v)</td>
</tr>
<tr>
<td>Planning Commission – to act on GMA-based plans and regulations, hearings required</td>
<td>365-196-600(3)(c)</td>
</tr>
<tr>
<td>At least one hearing prior to presentation to legislative authority – with notice requirements</td>
<td>365-196-600(7)(b)</td>
</tr>
<tr>
<td>Reasonable notice provisions:</td>
<td>36.70A.035(1) 365-196-600(6)</td>
</tr>
<tr>
<td>• Publish brief summary of update in newspaper and County website prior to planning commission public meeting</td>
<td>2.110 30.73.050 30.70.045(2)</td>
</tr>
<tr>
<td>• Notice to landowners affected by any proposed changes to the future land use map. Notice to properties w/in 500 ft. in urban areas, and w/in 1,000 ft. in rural or resource lands</td>
<td>30.73.050 30.70.045(3)</td>
</tr>
<tr>
<td>• Publish notice of County Council public meeting(s) in newspaper, on County website, and mailed to parties of record</td>
<td>30.73.070</td>
</tr>
<tr>
<td>• Publish summary of final proposal after adoption</td>
<td>2.110</td>
</tr>
</tbody>
</table>
Title VI of the Civil Rights Act of 1964, and subsequent statutes and regulations, state that no person in the United States shall, on the grounds of race, color, national origin, sex, age, or disability be excluded from participation in, be denied the benefits of, or otherwise subjected to discrimination under any program or activity receiving federal financial assistance. To that end, Snohomish County and the 2024 Update Public Participation Team (PPT) is committed to:

- Ensure meaningful public participation in decision-making,
- Ensure that our public participation is accessible to all of Snohomish County’s customers/residents, and
- Provide language access services to limited English proficiency recipients where appropriate.

**Emphasis on Historically Underserved Communities**

Planning decisions have historically upheld and instituted social and racial inequities. When planning departments perpetuate the existing system, they perpetuate inequity. Continuing the status quo will adversely affect residents of Snohomish County by limiting their opportunities to service amenities, advancement in education, employment, and generating a legacy of wealth, while disproportionately benefiting groups who already benefit from historical inequity. As a result, a social-justice-oriented planning process needs to focus on Black, Indigenous, and People of Color (BIPOC) and other historically underserved communities. As the county has an obligation to plan for all residents, Snohomish County has committed to equitably and meaningfully engaging with BIPOC as well as other historically underserved communities, such as veterans, seniors, youth, immigrants and refugees, people with low-income, and people living with disabilities. This is true on the Snohomish County Executive level with the recent creation of the Office of Social Justice (OSJ), as well as in our public communication around long range planning efforts such as the 2024 Comprehensive Plan Update.
In particular, the PPT will work hand in hand with the OSJ to:

- Tailor specific messages to historically underserved communities with the aim to actively engage marginalized communities in a dialogue surrounding the 2024 Update and their desires. Tailored messaging could be in the form of emails, videos with community leaders, and the PPT taking part in already planned or standing meetings led by various communities.

- Diversify the outreach efforts and tools utilized during the 2024 Update to reach and engage with historically underserved communities. An interactive website, periodic newsletters, and surveys will allow individuals and communities to engage with the 2024 Update in their own time versus requiring individuals to appear at specific locations on a certain date in order to voice their opinions. While public meetings will still be held, these will be virtual as well as in-person to allow for a wide range of engagement styles. The PPT will also work to go to community groups where they are, instead of demanding individuals come to them.

- Tap into the expertise and knowledge of County staff as public servants who interact with the public to varying degrees on a daily basis, and who often live within the County and will be impacted by the 2024 Update as residents.

The OSJ is an executive-level office in Snohomish County that was formed by an executive proclamation in June of 2020. This proclamation condemned institutional and systemic racism in response to the killing of George Floyd. The OSJ seeks to dismantle the individual, institutional, and structural racism that exists in Snohomish County. One of goals of the OSJ is to develop meaningful and respectful relationships with underrepresented and underserved communities to promote equity and inclusion and provide opportunities for meaningful participation in Snohomish County government.

**Purpose and Goals**

Public outreach allows people to have a say in what the future of their homes and communities will be. Land use policy shapes the built environment, and public outreach allows residents to know and influence the trajectory of policy. The purpose of this communication plan is to design Snohomish County’s public participation goals, identify community advocates and interested parties, outline a project approach and a schedule for effective public participation, and define roles and responsibilities for the 2024 Comprehensive Plan Update. This document may be updated over time to reflect the needs and requirements of the project to ensure public participation is effective.

The overall goal of this plan is to make the planning process for the Comprehensive Plan Update project accessible, inclusive, and engaging. To equitably and inclusively engage a diverse population, the planning team must go beyond business as usual. In order to achieve this goal, the county will:

- Work hand in hand with other county departments, such as the Office of Social Justice (OSJ), to ensure our messaging is understandable, sensitive to the many cultures living and working in the county, and reaches groups historically excluded from long range planning processes.

- Focus on historically underserved and underrepresented communities.

- Follow all state and local public participation requirements.
• Continuously examine and add to our key party list.

• Brand and name the project so residents can recognize this long range planning project and become familiar with it.

• Consistently and continuously communicate to residents, businesses, municipalities, utilities, Tribes, agencies, and communities on the progress of the project.

• Educate the public about the Comprehensive Planning process and the County’s projected growth rates over the next 20 years.

• Clearly define and offer opportunities for public feedback to the project team and elected officials throughout the entire project.

• Use graphics and imagery to better demonstrate planning concepts.

• Generate and circulate content to explain the Comprehensive Plan process and the basics of why it is important to the community.

• Utilize innovative tools and techniques that take into account the realities on the ground. The County and world are living through a pandemic, and the use of virtual meetings will likely be required in the short term, and could be a tool to reach different populations after risks have been satisfactorily mitigated and in-person meetings become possible again.

• Cultivate relationships with community organizations to communicate with communities that have historically been underrepresented in decision-making processes related to land use planning. Take part in planned community events in order to meet members where they are, rather than putting the onus on the public to find and engage in county run events.

**Issues and Concerns**

Based on past experiences, there are a variety of issues and concerns that the PPT should anticipate hearing from the public. Key parties may think the update to the Comprehensive Plan will:

• Lead to increases in traffic;
• Increase housing density in their neighborhood;
• Gentrify and change the character of their community;
• Eliminate or reduce natural areas in order to accommodate growth (homes, businesses, roads, and other infrastructure);
• Displace current residents;
• Increase their taxes;
• Displace businesses;
• Lead to undesired growth;
• Lead to expansions in urban growth areas; and
• Cause confusion about what the county is doing and what a comprehensive plan means to the public.
The PPT also anticipates issues with the outreach process that we must overcome. Some potential issues include:

- Not receiving comments or achieving engagement from historically underserved communities;
- Only receiving input from key parties or already highly active and engaged community members;
- A lack of funds to utilize in public outreach efforts;
- Engagement fatigue; and
- Unrealistic expectations from communities.

As a result, informational materials provided to the public through the public engagement process should address these topics and create clear opportunities for public feedback.

Strategic messaging will be developed to help staff respond to these issues and educate the public about what part of the Comprehensive Plan their concern is related to and how to best provide their feedback on that topic.

One of the challenges to messaging will be how to process public input on issues that are outside of the scope of the Comprehensive Plan such as, opioids, petty crimes, poverty, mental and behavioral health, and homelessness. The PPT will work together to develop responses to these types of comments prior to public kickoff, including working with the Communications Director in the Executive’s Office (Patton), Human Resources, and the PDS Communication Specialist (Lambert). Responses will include how the update process may/may not help address these concerns, as well as contacts for groups that may be better to address non-land-use related concerns.

**Integration of Public Participation in Planning**

The goal of public participation for the 2024 Update is to equitably and inclusively engage a diverse population, especially communities that have been historically underserved so that the resulting Comprehensive Plan is well-grounded in the experiences and knowledge of the public. Through public engagement, the County hopes to better understand the potential negative and positive impacts of the Comprehensive Plan so that the full story can be presented to elected officials. The Plan can incorporate both the concerns and ideas of the public that would not be possible without engagement. While County staff does not have the power to enact policies or development regulations, by incorporating the public voice staff can provide the full context to elected officials as they make decisions.
Project Details

Project Components
There are several components of the 2024 GMA Comprehensive Plan Update, each with distinct tasks that will require varying degrees of outreach. The image below attempts to capture these overlapping components to aid communication efforts on the website and within newsletters and surveys.

Roles and Responsibilities
The 2024 Update PPT will work together to implement this communication plan to ensure that the County satisfies state and local the requirements as well as specific 2024 Update goals. The figure below outlines roles and responsibilities of project team members, county departments, boards/commissions, key parties, and other decision makers.

Public Participation Team (PPT)

<table>
<thead>
<tr>
<th>Project Manager:</th>
<th>Team Members: Eileen Canola, Jacob Lambert, Hilary McGowan, Megan Moore</th>
<th>Communication Specialist: Jacob Lambert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sarah Titcomb</td>
<td>Provide oversight regarding all public outreach efforts. Responsible for executing the communication plan.</td>
<td>Staff lead on branding, logistics for public meetings, advertising, presentations / reports, graphics, photos, social media, digital presence, etc.</td>
</tr>
<tr>
<td></td>
<td>Determine overall outreach goals, identify specific project key parties, help develop overall strategy and schedule and commit to work with PM to carry out the communication plan.</td>
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Note: The PPT reports to the Project Manager and brings information to the larger 2024 Update project team and steering committee as necessary. PDS management provides guidance and oversight as needed.

Project Partners

<table>
<thead>
<tr>
<th>Department of Public Works (DPW)</th>
<th>Department of Conservation and Natural Resources (DCNR)</th>
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<tbody>
<tr>
<td>Responsible for reviewing and updating the Transportation Element. Public Works staff will conduct briefings/presentations to council and planning commission. Representatives from Public Works will attend PPT meetings as needed.</td>
<td>Responsible for reviewing and updating the Parks and Recreation Element. Parks staff will conduct briefings/presentations to council and planning commission. Representatives from parks will attend PPT meetings as needed.</td>
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</tbody>
</table>

Decision-Makers

<table>
<thead>
<tr>
<th>County Council</th>
<th>County Executive</th>
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</thead>
<tbody>
<tr>
<td>Over the life of the update, there will be periodic check-ins with the council and council staff, such as at the Council’s Planning and Community Development Committee meetings.</td>
<td>Over the life of the update, there will be periodic check-ins with the Executive’s Office. Bi-weekly meetings with the Executive Director may be used.</td>
</tr>
</tbody>
</table>
Recommending/Advisory Bodies

<table>
<thead>
<tr>
<th>Snohomish County Tomorrow (SCT)</th>
<th>Planning Commission (PC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible for making a recommendation on the Countywide Planning Policies and 2044 Growth Targets. SCT is the county’s main link to cities and towns.</td>
<td>Staff will provide a series of briefings and the PC will make a formal recommendation to the county council.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Agricultural Advisory Board</th>
<th>SCT Community Advisory Board (CAB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will receive periodic updates related to growth issues and Vision 2050.</td>
<td>Will serve as venue for targeted key parties’ outreach.</td>
</tr>
</tbody>
</table>

Additional boards or commissions may be identified during the course of the project.
Key Messages

With the potential for a wide range of opinions about planning for the future of Snohomish County, project messaging will be critical. The overarching message will be that an update to the Comprehensive Plan represents a rare (once every 8 years) opportunity for the public, elected officials, and experts to plan how to accommodate growth in the county in such a manner that preserves and enhances the quality of life for all the county’s communities.

Message for All Audiences

- The Snohomish County population is expected to grow by roughly 350,000 people between 2017 and 2044 according to Vision 2050. This presents opportunities as well as some challenges. With new faces and voices, the county’s economic opportunities, choices, and diversity will expand.¹ At the same time, the County must prepare for this growth to ensure it occurs in a way that is in line with our values, goals, and quality of life.
- Snohomish County is updating its Comprehensive Plan, a document that sets out the vision for how Snohomish County will accommodate projected growth for the next 20 years (between 2024-2044).
- Snohomish County is eager to receive input from the public to help inform the planning process.
- Long range planning decisions can positively effect change in your community.

Message for Elected Officials

- Please encourage your constituents to provide their input to help inform planning decisions that affect the county’s future. They can find avenues for engagement on the 2024 Comprehensive Plan Update website.

Message for Community Groups

- Your community will have opportunities to provide input to help inform planning decisions that affect the county’s future. Snohomish County does not wish to plan in a vacuum, and through organizations like yours we can reach the communities this plan will impact most.

Key Parties and Outreach Structure

Key parties in the 2024 Update include, but are not limited to, residents, property owners, visitors, community groups, business owners, environmental organizations, the development community, county departments, Tribes, local, state and federal agencies. The county is also diverse ethnically, socially, and economically. In recognition of this diversity and in acknowledgment of past planning practices, an outreach structure that engages diverse and historically underserved communities must be included.

Additional interested parties may come forward as the project progresses and they will be included in outreach efforts as they occur.

Key Parties

A number of external parties have an interest in the 2024 Update and are therefore the primary audience for the public participation program. These include but are not limited to the list below that also includes historically underserved communities:

- **Public with an emphasis of historically underserved communities**: community groups, service organizations, individuals, property owners, residents, renters, people living with disabilities, immigrants and refugees, and BIPOC-led organizations
- **Local Government**: Cities and Towns in Snohomish County
- **Snohomish County Volunteers**: County Boards and Commissions
- **Snohomish County Groups**: Office of Social Justice (OSJ)
- **Snohomish County Elected Officials**: County Executive, County Council
- **Federal Agencies**: Bureau of Indian Affairs, Federal Aviation Administration (FAA), Federal Emergency Management Agency (FEMA), Homeland Security, U.S. Fish and Wildlife, and Housing and Urban Development (HUD)
- **Tribal Governments**: Stillaguamish Tribe of Indians, Sauk-Suiattle Indian Tribe, Swinomish Indian Tribal Community, Tulalip Tribes, and Muckleshoot Indian Tribe
- **State Agencies**: Commerce, Ecology, Office of Financial Management (OFM), Transportation (WSDOT), Fish and Wildlife (WDFW), and Natural Resources (DNR)
- **Development Community**: Individual developers, Master Builders Association (MBA), and Sno Co Camano Association of Realtors
- **Economic Community**: Economic Alliance of Snohomish County, Greater Seattle Partners, Greater Seattle Business Association (GSBA)
- **Environmental Community**: County’s Climate Change Advisory Council, Forterra, Futurewise, North Cascades Conservation Council, Pilchuck Audubon, Puget Sound Partnership, Transportation Choices, Washington Environmental Council, Stillaguamish Watershed Council,
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Snohomish Basin Forum, Water Restoration & Enhancement Committees, Snohomish-Stillaguamish Local Integrating Org, Salmon Recovery Funding Board, Marine Resources Committee, SnoValley Tilth, and Sno-King Watershed Council

- **Housing Agencies**: Housing Authority of Snohomish County, Everett Housing Authority, Housing Hope and the Housing Consortium

- **Faith Based Community**: Snohomish County Faith Leaders Roundtable, Everett Faith In Action, Bethel Baptist Church, Crossview Church, Everett United Church of Christ, Foothills Four Square Church, Central Lutheran Church, Everett Gospel Mission, Vision Church, First Baptist Church, First Presbyterian Church, Faith Lutheran Church

- **Special Districts**: Fire, School, Health, and Parks


- **Regional Governmental Bodies**: Puget Sound Regional Council (PSRC) and Puget Sound Partnership (PSP)

- **Transit Providers**: Community Transit, Everett Transit, Sound Transit, and other mobility agencies

- **Utility Providers**: Puget Sound Energy (PSE), Sewer and Water Districts, Snohomish County PUD and cable, telephone, and internet providers

- **Food Banks**: Arlington Food Bank, Concern for Neighbors, Edmonds Food Bank, Edmonds Westgate Chapel Food Bank, Granite Falls Food Bank, Hand in Hand, Lake Stevens Food Bank, Lynnwood Food Bank, Maltby Food Bank, Salvation Army Family, Sky Valley, Snohomish Community Food Banks, Sultan Food Bank, Stanwood Camano Food Bank, VOAWW Everett Food Bank, The Village

- **Youth**: Mukilteo Youth Advisory Committee, Edmonds Youth Commission, Arlington Youth Council, Cocoon House, Children’s Wellness Coalition, Youth Advisory Board Everett

- **Seniors**: Carl Gipson Senior Center, Snohomish Senior Center, Cascade Seniors Center, The Stilly Valley Center, Lake Stevens Senior Center, Snohomish County Aging Agency, Senior Services of Snohomish, Snohomish Seniors, Mill Creek Senior Center, Monroe Community Senior Center, Homage, Center for Healthy Living

- **Veterans**: Veterans of Foreign Wars, Veterans Affairs Office, Everett Vet Center
• **Individuals Experiencing Homelessness**: Arlington Community Resource Center, Lake Stevens Community Resource Center, Sky Valley Resource Center, Interfaith Family Shelter, Housing Hope, Maud’s House, Pathways for Women, Marysville YMCA, Monroe YMCA, Volunteers of America Western Washington, Partnership to End Homelessness, Domestic Violence Services, Catholic Community Services, Everett, Gospel Mission, Snohomish County Human Services

**Positioning and Branding**
The PPT met with the Communications group in the Department of Public Works to engage in a brand positioning exercise prior to project kickoff.

**Phase I** included a facilitated brand/position workshop to create an internal guiding document for how to think about communicating this project. The Messaging Platform acts as an internal guide for developing messages and programs related to the project.

**Brand Principle**: A vision for inclusive, livable communities.

**Positioning Statement**: With the help of the public, Snohomish County’s Comprehensive Plan Team will develop a bold, clear, and engaging plan that balances priorities and guides growth to create resilient, vibrant, and inclusive communities.

**Tone and Manner (Personality)**: Dynamic, Credible, Accessible, Balanced, non-biased, and inclusive

Brand Application Guide lays the foundation for all communications and should be reflected in all documents.

**Phase II** will focus on developing project materials based on the communication tactics listed in the plan. PDS will prepare a style guide, logo, and visuals so that audiences will recognize the project and distinguish it from other projects. The project team will begin using the logo and visuals to advertise.
Communications Methods
The county plans to employ a range of communication methods to encourage and facilitate its strategy of maximizing public participation in the 2024 Update and specifically engaging with historically underserved and underrepresented communities (see Appendix A for further details). These methods will act as a toolbox to facilitate public participation during the planning process. The PPT will remain up to date on state and local requirements as well as the public outreach goals.

Web Presence
Staff will develop a website for the project that will serve as a central repository for project information and public engagement opportunities. Some of the features of the project website that the PPT plans to incorporate are:

- Basic project information and background about the 2024 Update planning process with an emphasis on imagery as the universal language. Selected language should be easily understandable to those outside of the planning profession. Ideally, images will be links to sites or PDFs with more information for those with more interest.
- A clearly marked option for users to utilize Google translate. Ideally, the PPT would utilize translation services.
- Clearly defined options for visitors to communicate directly with the PPT whether through email, comment forms, live surveys, or interaction with live maps.
- Highlight information of interest to the public and especially communities that have been historically underserved. These topics of interest will ideally come out of direct engagement strategies such as surveys, meetings, and other forms of communication.
- Draft proposals.
- Videos ideally made in conjunction with trusted community leaders.
- Project milestone calendar/schedule with highlighted key dates for public input.
- Project reports, studies, and other resources.
- Archived feedback and summarized results from direct communication efforts (such as surveys) to display how public input is utilized, and what we’ve heard.
- Main project FAQ and the option to sign up and subscribe for project updates.

Staff may utilize online open house tools and surveys throughout the life of the project. The project website address is: https://snohomishcountywa.gov/5597/2024-Update

GIS Story Map / Location-based Public Commenting
The project may utilize one or more GIS Story Maps located on the project website which will combine maps displaying geographic data or information with narrative text and images. GIS story maps can also be utilized as an interactive feature at an open house. An example can be found here. This is one important tool that can allow the public to engage with the 2024 Update on their own time, and help guide or frame this involvement in a way that could garner actionable results. To ensure this tool can be utilized by a large swath of the county, the PPT will strive to translate the story map into multiple languages. The three most commonly spoken languages in the county as understood by the PPT are English, Spanish, and Korean.
E-Mail Campaign
Staff will develop a periodic 2024 Update e-newsletter. The team will also partner with other Snohomish County departments who have existing email newsletters distributed to various constituencies that are likely to be affected by and likely interested in the 2024 Update.

Electronic Mailing List: “Opt in for Updates” feature on the website including possibly incorporating an opt-in overlay on the website (a splash page prompt appearing once for a website visitor upon entry or exit).

Ideally, email messaging will also take place to engage historically underserved communities. The goal of these messages will be to make the 2024 Comprehensive Plan Update and planning more understandable to those who have not been involved in past planning efforts. The PPT will seek to utilize relatable examples.

The project email address is: 2024update@snoco.org

Social Media
The PPT will share information about the 2024 Comprehensive Plan Update through Snohomish County social media properties (Facebook, Instagram, Twitter, NextDoor). The PPT will coordinate with the Communications Director in the Executive’s Office to ensure timing and content fits within the broader context of county messaging outside this project.

Social media will be used primarily to drive the community back to content on the 2024 Update website using trackable links to report on metrics over time and adjust tactics accordingly.

Examples of the type of information that could be presented across social media platforms include:

- Snohomish County and Comprehensive Plan factoids
- Holidays and/or days/weeks of recognition that overlap with planning concepts

To connect with historically underserved communities, the PPT will also seek to share information on the County’s existing social media platforms in multiple languages. The three most commonly spoken languages in the county as understood by the PPT are English, Spanish, and Korean. Additionally, the PPT will seek to engage with ethnic media sources, such as Spanish language radio stations, to continue to reach the communities of Snohomish County.

Direct Mail / Print Pieces
As discussed within the “Requirements for Public Participation and Notice” the County is required to physically mail notices to some residents, when, for instance, their property or areas close to them could go through a zoning or future land use designation change through the Comprehensive Plan update process. There are also some communities that do not have ready accessible access to high-speed internet and electronic resources. Direct mail could be utilized to reach these communities.

Print pieces will be used to share information about the 2024 Comprehensive Plan Update throughout the life of the project. Print pieces will be used mainly to drive the community back to content on the
COMMUNICATION PLAN: GMA COMPREHENSIVE PLAN UPDATE

2024 Update website and opportunities for in-person and online engagement. Print pieces could be distributed, for instance, at Sno-Isle Library facilities and food banks, as well as by Snohomish County Fire Marshalls who perform annual inspections of business. Trackable links for reporting and metrics will be used.

To reach historically underserved communities, the PPT will also seek to print materials in multiple languages and place materials within commercial businesses.

**Online Surveys**
The PPT will use web-based surveys to solicit input from a range of key parties. This is one avenue to reach populations that do not have the time or energy to attend in-person or virtual meetings. Advertisement of the online surveys may occur through press release(s), paid social media advertisement(s), online ads, broad based email marketing announcement(s), the project website, Snohomish County departmental websites, Snohomish County website and news feed, and direct mailer(s).

These surveys will hopefully build over time. Meaning that results from the first survey will ideally lead questions asked within the second survey to better understand public interest and vision. To reach historically underserved communities, the PPT will also seek to provide the surveys in multiple languages.

**Open Houses and Public Meetings**
Open houses will be utilized to increase awareness of the 2024 Update and solicit input from the public, key parties, and historically underserved communities. Notice of these meetings could be provided through such methods as a press release, radio, the county’s website, online ads, social media, direct mail, email, and circulation through municipalities.

Online open houses are also an option as the lasting impacts of COVID-19 may make some participants wary of in-person gatherings. Further, online meetings can also be more easily attended by members of the public who may not be able to attend an in-person gathering for reasons such as work schedule, lack of childcare, or lack of transportation.

**Public/Virtual Gatherings**
The county may engage the public in other public gatherings and “conversation cafes” through venues such as small group meetings, focus groups, service club meetings, etc. Other approaches may include walking tours, markets, fairs, and other events.
Public Outreach in 2021 and Beyond

The 2024 Update will develop and present a wide range of content for the public. This will include an educational component through a video series and presentations, in-person events, handouts, etc. The goal for 2021 is to encourage participation in the 2024 Update and the effectiveness of this effort could be measured through the number of individuals signed up on the project email distribution list, the size of public events, etc. 2021 will focus on providing information to boost public awareness of the project.

In 2021 through 2022, as part of preparing an environmental impact statement (EIS) for the State Environmental Policy Act (SEPA) review of 2024 Update, the county will seek public input on the scope of the environmental review. The public will have an opportunity to weigh in on which elements of the environment matter most to them, and how the alternatives generated by County staff are formulated. This will take place through the SEPA scoping process with an online presence and up to three public meetings located outside of the county campus. These meetings could be virtual. There will also be opportunities to provide public input through the SEPA process beyond scoping.

The general public will have formal opportunities to provide public input over the duration of the 2024 Update project, which are outlined in table below. These dates are subject to change and adequate advanced notice will be provided.

<table>
<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer 2021</td>
<td>Buildable Lands Report County Council Hearing</td>
</tr>
<tr>
<td>Fall 2021</td>
<td>County Council Public Hearing on Countywide Planning Policies (CPPs)</td>
</tr>
<tr>
<td>Fall 2021</td>
<td>State Environmental Policy Act (SEPA) Scoping</td>
</tr>
<tr>
<td>Winter 2022</td>
<td>County Council Public Hearing to Set the Docket</td>
</tr>
<tr>
<td>Winter 2022</td>
<td>County Council Public Hearing on 2044 Initial Growth Targets</td>
</tr>
<tr>
<td>Summer 2023</td>
<td>Planning Commission Public Hearing(s)</td>
</tr>
<tr>
<td>Spring-Summer 2024</td>
<td>County Council Public Hearing(s)</td>
</tr>
</tbody>
</table>

Relationship to Other Outreach Efforts

A number of projects are expected to run concurrently with the 2024 Update, and each will have their own public outreach strategies. It will be important for the PPT to coordinate with staff leads of other projects to avoid conflicts, garbled messaging to the public, and to look for areas of common interest that can be leveraged for greater efficiency. It is also important to be aware that cities within Snohomish County will be updating their own comprehensive plans concurrent with the county. Lastly, several external agencies are launching or continuing major initiatives that include public outreach. Such as Sound Transit’s Everett Link project that will likely begin public outreach efforts in the fall of 2021. The county will coordinate and look for opportunities to partner with each of these efforts.

Snohomish County efforts to be included in the comprehensive plan:
- Light Rail Communities
- DPW Active Transportation Plan
- Parks and Recreation Visioning
- Countywide Planning Policies
- Buildable Lands
County efforts separate from the comprehensive plan:

- Housing Affordability Task Force
- Hazard Mitigation Plan
- Climate change update
Appendix A

Communication Methods

The county plans to employ a range of communication methods to encourage and facilitate its strategy of maximizing public participation in the 2024 Update. These are briefly discussed within the main text of this plan, and further described below. The PPT will remain mindful of the ongoing requirement of offering content described below in multiple languages recognizing the diversity of county residents, workers and visitors.

<table>
<thead>
<tr>
<th>Method</th>
<th>General Description</th>
<th>How to Focus on Historically Underserved Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webpage</td>
<td>All materials, notice of public meetings, and input opportunities associated with the project, will be posted on the project webpage. Web banner, tile, portrait ads, etc. In addition, the project webpage could include links to websites of projects indirectly related to the 2024 Update.</td>
<td>All project materials posted on the webpage will have the capacity to be translated in other languages. A goal is to have a feature at the beginning of each webpage on translation services, and a quick translation services for the top three language beyond English (Spanish, Korean, and Vietnamese). Another goal is to communicate information at a level that is easy to understand with the use of info graphics and other visuals.</td>
</tr>
<tr>
<td>Videos</td>
<td>The project may develop informative videos (awareness building and topic education) that would be posted on the project website and utilized in other formats to describe project materials &amp; processes related to the 2024 Update.</td>
<td>Ideally, videos produced for the 2024 Update should be made in the top three non-English speaking language in the county with the possibility of providing additional languages when requested and / or with a community liaison.</td>
</tr>
<tr>
<td>GIS Story Maps</td>
<td>The project may use GIS Story Maps or GIS Public Participation Platforms to engage the public. Both features allow a combination of authoritative maps with narrative text and images. Public Participation Platforms can allow for “concept mapping.” GIS story maps can be on the website or as an interactive feature at an open house.</td>
<td>Ideally, GIS story maps should be made available in top three non-English speaking language in the county with the possibility of providing additional languages when requested and / or with a community liaison.</td>
</tr>
<tr>
<td>Emailed Newsletter “Earned” Media</td>
<td>The project may use an emailed newsletter to share updates about the project, advertise input opportunities or disseminate information. The communications team will pursue opportunities to partner with existing</td>
<td>Ideally, all emailed project materials posted should be made available in top three non-English speaking language in the county with the possibility of providing additional languages when requested.</td>
</tr>
<tr>
<td>Method</td>
<td>General Description</td>
<td>How to Focus on Historically Underserved Communities</td>
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<tr>
<td>Social Media</td>
<td>Notice of public meetings and input opportunities will be posted on the county’s social media platforms. This includes shareable photos and graphics with call to action copy. The communications team will contribute regular, targeted messaging to the county’s Facebook and Twitter presences, as deemed appropriate. The team will also explore opportunities to circulate messaging through other social media properties including, The Herald, Live in Everett, podcasts, Next Door etc. Staff should determine the role of hashtags and planning / project memes.</td>
<td>In using the county’s social media platforms, a goal is to have the materials available in the top three languages aside from English with the possibility of providing additional languages when requested.</td>
</tr>
<tr>
<td>Press Releases and Media Advertisements</td>
<td>The county will issue press releases to advertise public outreach opportunities to local media. Staff may also look into bus and radio ads.</td>
<td>In pursuing opportunities to circulate messaging, a goal is to also utilize ethnic media sources such as Spanish language radio channels.</td>
</tr>
<tr>
<td>Print Pieces</td>
<td>PDS will develop printable PDFs: FAQ one-pager, Comp Plan one-pager, GMA one-pager, postcards (learn about the comp plan update), posters, pamphlets, public meeting and public hearing notices, etc.</td>
<td>A goal is for printable PDF material to be in the top three languages utilized in unincorporated Snohomish County other than English with the possibility of providing additional languages when requested. Another goal is to communicate information at a level that is easy to understand with the use of info graphics and other visuals.</td>
</tr>
</tbody>
</table>
| Public Gatherings              | The county will conduct in-person outreach through a variety of methods that may include public forums, town halls, workshops other gatherings and “conversation cafes” through venues such as small group meetings, focus groups, service club meetings, etc. Other approaches may include walking tours. PDS will develop materials and a popup tent with department logo for these purposes. The communications team will | Goals for in-person meetings for historically underserved communities are:  
  - Work through community liaisons to reach community members and build a relationship.  
  - Provide specific “forums” tailored to BIPOC and other underserved communities (veterans, low-income, older adults, people living with disabilities) to relay information and gather priorities for each community. |
## Engagement Strategies

### Educate
- Provide early outreach on the steps of the update process
- Provide information on docket submittal criteria and fees (SEPA)
- Describe topics using plain language and various formats (text, multimedia, audio)
- Generate general awareness and understanding for the project

### Inform
- Build interest in the update
- Stay highly organized by coordinating messages with other outreach efforts
- Keep community apprised of project changes and/or major milestones

### Learn
- Innovate outreach to solicit input from hard-to-reach communities
- Hold events that facilitate open discussion
- Gather community and key party feedback
- Develop methods to record, track and respond to all public comment

### Involve
- Ask community organizations to make announcements to their members
- Attend relevant community events
- Use key parties efficiently to avoid participant fatigue

### Focused
- Develop focused outreach strategies to engage underrepresented communities
- Focus outreach toward diverse groups; use high and low context approaches
- Provide translation services; engage and equip community leaders to explain concepts to their communities effectively
- Provide childcare, snacks, drinks, language access
- Provide detailed transportation options to encourage participation