

Public Engagement & 2024 Update Communications Plan

**Snohomish County Council
Planning Committee**

April 6, 2021

Planning & Development Services

Presentation Overview

1

Public Engagement Work Group

2

Office of Social Justice

3

2024 GMA Update Communications Plan

4

Questions





Snohomish County is home to a diversity of residents

2019 Population = 798,808 residents

Racial identity:

- 1 Race = 748,719 (24.6% identify as non-white)
- 2+ Races = 50,089 (6.2% identify as multiracial)



Diversity of Languages



Primary Language (above age 5)

- Speak only English = 594,112 (77.1%)
- Speak English less than well = 60,206 (7.8%)

Other Primary Languages

- Spanish= 16,475 residents
- Tagalog= 6,492 residents
- Korean= 6,087 residents



Dave Somers
County Executive

“While we all need to have our voices heard at the ballot box and in the halls of power, we should never forget that civic engagement is also required everywhere we live, work, and play.”



Facing Challenges For Engagement: Have We Heard from Everyone?



Voices often not heard:

- Youth
- Black, Indigenous, People of Color
- Veterans
- Low-income residents
- Non-English speaking residents
- LGBTQ
- People with disabilities





The impacts and results of county planning efforts are not evenly distributed to our residents



Public Engagement Work Group (PEWG) formed in 2020

PEWG Purpose Statement

“The PDS Public Engagement Work Group will develop, implement, and monitor a Public Engagement Plan containing a racial and economic equity framework for PDS’ public engagement and outreach strategies to ensure early, continuous, and broad public participation.”





Guiding Principles



Inclusiveness and Equity



Transparency



Building Relationships and Community Capacity



Good Quality Process Design and Implementation



Public Partnership



Assess Institutional and County-wide Equity



PEWVG Goals

Create a Public Participation Plan

Establish Key Parties

Develop a History of Racial Equity and Social Justice in Snohomish County

Integrate a Racial and Economic Equity Framework

Develop Partnerships w/ Local Jurisdictions and Equity Boards/Committees

Build Organizational Capacity and Coordination

Create a Communication Resource Plan

Conduct Data-driven Analysis of Public Engagement Strategies

Advocate for Public Engagement Advisory Board

Training and Information Sharing in PDS

Permitting and Equity



Office of Social Justice

- Established by the Executive in June 2020.
- Seeks to dismantle the individual, institutional, and structural racism that exists in the county.



2024 Comprehensive Plan Update

Communications Plan



Goal (11) Citizen participation and coordination. Encourage the involvement of citizens in the planning process and ensure coordination between communities and jurisdictions to reconcile conflicts.

Barriers to Consider

- Ability of different community members to participate
- Literacy, language, and cultural diversity
- Reaching groups such as youth, seniors, communities of color, BIPOC, and other socially excluded groups
- Power dynamics around race, age, gender, and culture
- Gaps in information

Engagement Methods to Consider

- The number, type, and reach of activities
- Use of language interpreters and signers
- Format and content of communication materials
- Methods to enable all people to participate
- Logistics of time, childcare, transportation, funding

SEPA
(scoping meeting,
DEIS comment
period)

**Future Land Use
Map changes**
(notice to
landowners
affected)

**Policy
Amendments**
(notice in
newspaper and
county website)

**Planning
Commission
Hearings**
(notice for
hearing)

**County Council
Hearings**
(notice for
hearing)

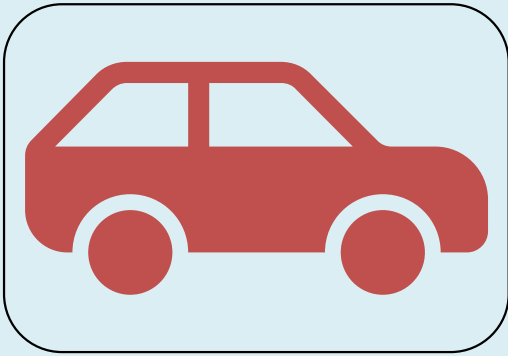


Communications Plan

Required Outreach

Communications Plan

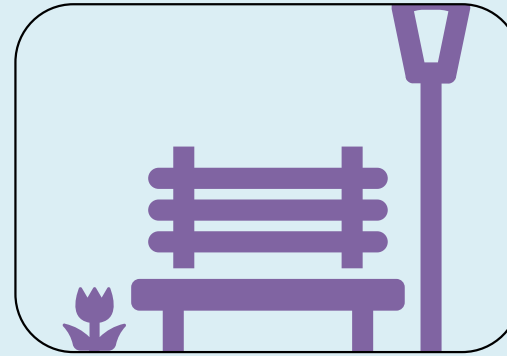
Key Concerns



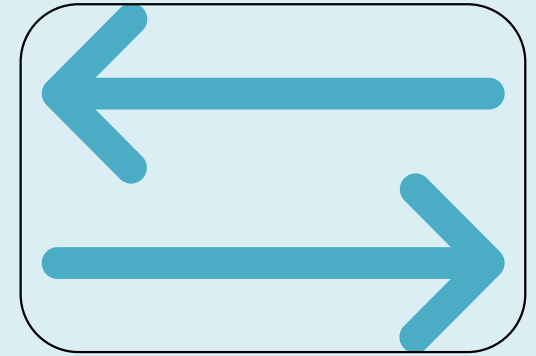
Traffic



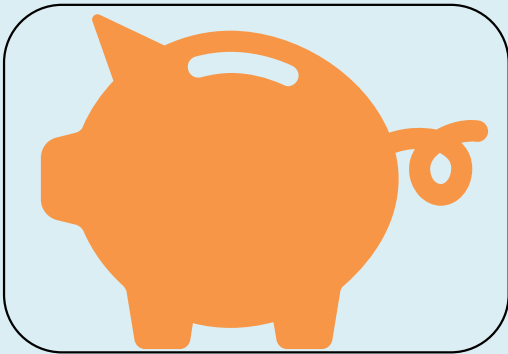
Housing Density



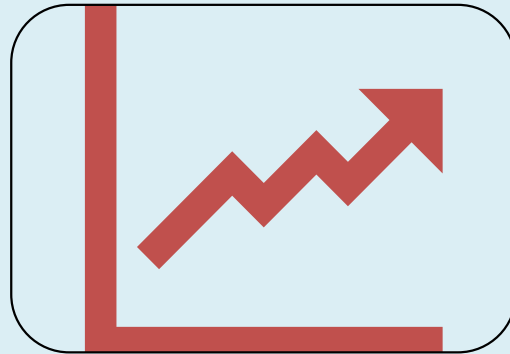
Community
Character



Displacement of
Residents and
Businesses



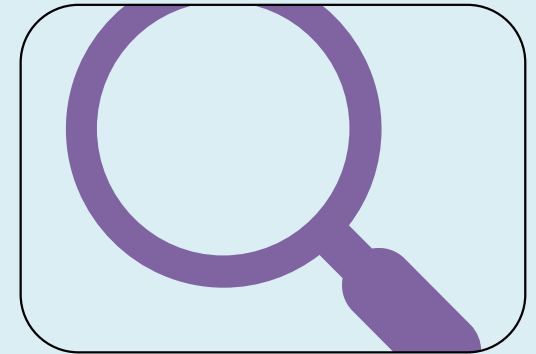
Taxes



Undesired/
Uncontrolled
Growth



UGA Boundaries



Clarity on
Comprehensive
Plan



The population is projected to increase approximately **350,000** more people over the next **20** years in Snohomish County



Snohomish County is updating its Comprehensive Plan, a document that sets out the vision for how Snohomish County will accommodate projected growth for the period 2024-2043



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

Communications Plan

Key Messages

Communications Plan

Interested Parties





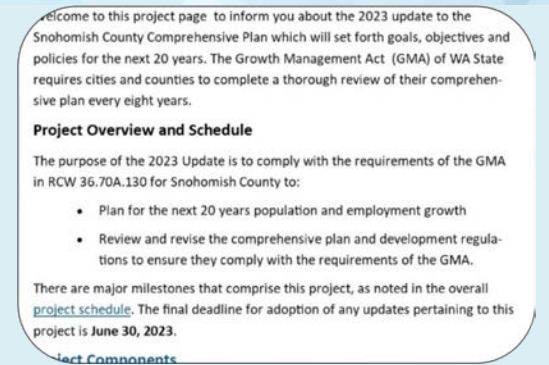
Surveys



Emails & Newsletters



Social Media/
Neighborhood Apps



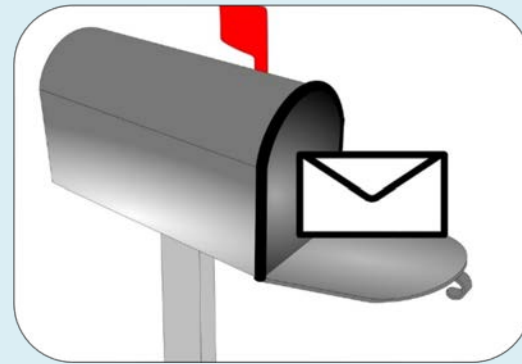
2024 Update
Project Website



Open Houses
(In person/Online)



Public Hearings
(In person/Online)



Direct Mail and Print
Media



GIS StoryMap

Hilary McGowan

Planner

Planning & Development Services

hilary.mcgowan@snoco.org

(425) 388-5377

Amber Piona

Planner

Planning & Development Services

amber.piona@snoco.org

(425) 262-2375

Janet Wright

Planner

Planning & Development Services

janet.wright@snoco.org

(425) 388-3835

**Comments or
Questions?**