



# PUBLIC PARTICIPATION PROGRAM

CITY OF SAMMAMISH  
COMPREHENSIVE PLAN UPDATE

*DRAFT*



IN COLLABORATION WITH

CODE STUDIO



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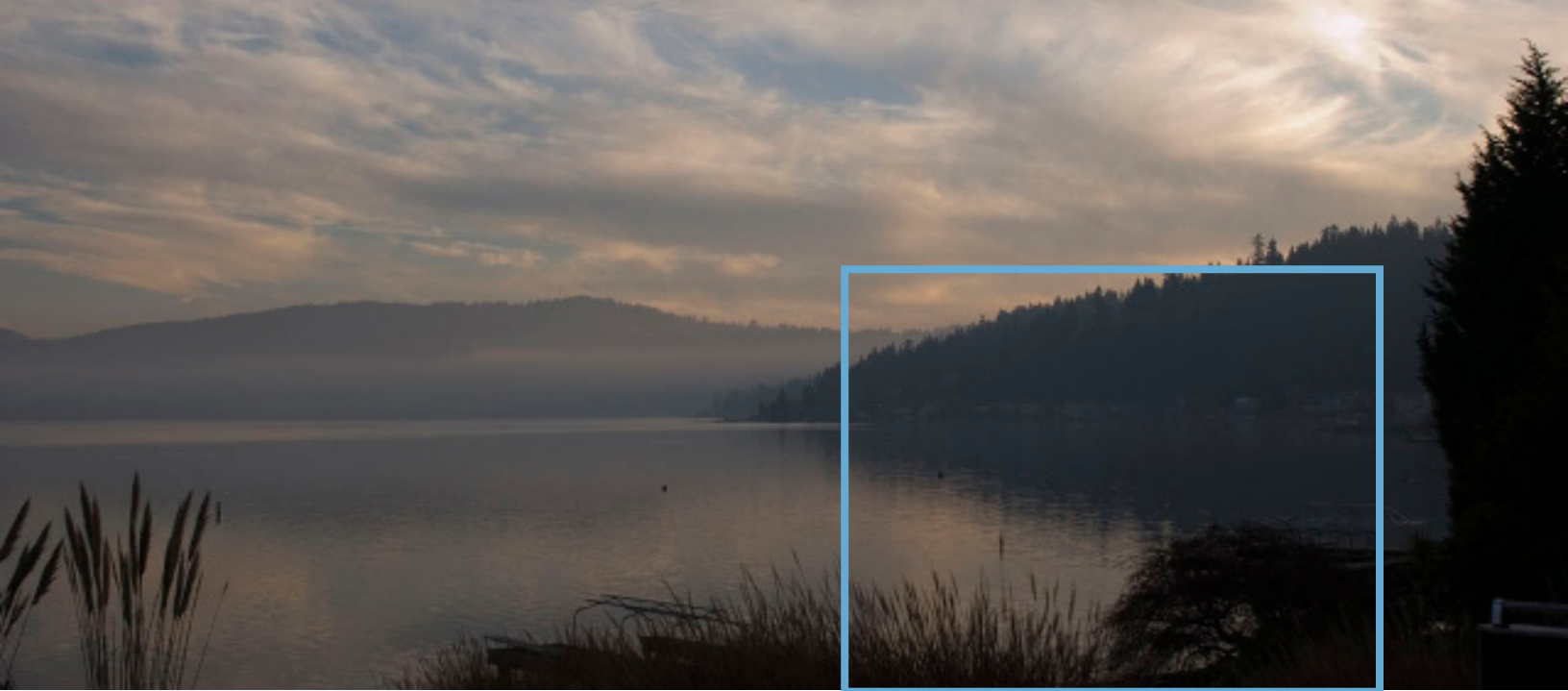
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# OVERVIEW

The City of Sammamish is beginning the process for a major update to the Comprehensive Plan for adoption by the end of 2024. The last major update to the Plan occurred in 2016 and much has changed in Sammamish since then. This update will address the next 20-years through 2044 and will impact how Sammamish preserves its many assets and accommodates change and growth in line with the community vision, state law, and regional policies. The success of the update will be determined in part by how effectively the community is engaged in the process and provides input. Ultimately the Plan must reflect input from the community and chart a path for achieving the plan vision, goals, and strategies. The project team will audit participation along the way to ensure that the community engagement is reaching the demographics of the city based on the census data.

This review and update to the Comprehensive Plan is required by the Washington State Growth Management Act (GMA). The GMA requires local governments to create and broadly

disseminate a Public Participation Program ("Program"). This Program describes how the City of Sammamish will meet the requirements for early and continuous public participation during the review. The following draft outlines strategies for how and where to connect with a broad spectrum of the City of Sammamish community to learn how their aspirations and visions for the city's future can shape the Comprehensive Plan.

The insights gleaned from these engagement strategies will ground the team's planning, policy, and associated development recommendations to the city's updated Comprehensive Plan. To achieve this purpose, the community engagement process will focus on four key phases, each with strategies and goals that

# PROJECT PHASING

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## Phase I: Building Awareness + Understanding

Comprehensive planning can be complex, dense, and difficult for people to understand its tangible impacts on their lives. The first phase of engagement will focus on making people aware of the project, providing background information and educational materials about comprehensive planning, and hosting pop-up engagement activities at city events and gatherings. The project and engagement opportunities will be promoted through a variety of media including city social media accounts, signage in public places, press releases, newsletters, and similar avenues.

The following actions will be completed as part of Phase I:

- » Project website
- » Social media promotion
- » Ethnic media
- » Project business cards
- » Promotional signage in public places
- » Tribal outreach
- » Documentation + noticing to interested parties including other government agencies, school districts, emergency responders, and utility providers

## Phase II: Engagement Activities + Input

Phase II includes the primary engagement activities and opportunities for community input prior to developing the draft plan update.

Phase II actions include:

- » Focus groups + interviews
- » Planning summit
- » Planning Commission meetings + workshops
- » City Council meetings
- » Online surveys
- » Pop-up engagement activities
- » Project website updates and comment forms

## Phase III: Feedback + Refinement

The community input from Phases I and II will help guide the development of the updated Plan. During Phase III, the updated plan elements are presented to the community, city staff, and elected officials for review and feedback.

#### Actions in Phase III include:

- » Planning Commission meetings + workshops
- » City Council meetings
- » Online open house through Konveio
- » Online town hall live event

## Phase IV: Plan Review + Adoption

Once the draft of the updated plan has been reviewed by the required agencies and participating tribes, feedback will be incorporated into the final plan. The final iteration will be presented to the public for review. This same plan iteration will then be adopted by City Council for inclusion in the King County and State of Washington overall planning efforts. Within this time frame the City will host the following:

- » Public hearings with Planning Commission + City Council
- » Puget Sound Regional Council (PRSC) Plan certification
- » King County plan review (and potential certification)
- » State Environmental Policy Action (SEPA) review, noticing, + public comment
- » Department of Commerce (DOC) review

## Goals for Public Participation

- » Achieve broad participation and input in the engagement process
- » Provide the information and resources to inform the public about comprehensive planning and its importance to the future of the city
- » Reduce barriers to community engagement
- » Provide a variety of engagement methods to achieve broad participation

- » Ensure that the Plan reflects public input and the desires of the community

## Social Equity and Engagement

As the city works towards its goals of inclusive outreach, it is critical that those directly affected by the city's decisions have their voices included in a meaningful way. The project team will focus on culturally grounded and human-centered methodologies that are sensitive to the diversity of the stakeholder groups and their approaches to gathering and sharing information. For example, simply translating fliers into a focused groups' language may not be enough; offering multiple times for interaction and providing translation via trusted messengers within the community is often more effective.

We understand that although this planning process will touch the broader Sammamish community, extra effort will be made to include those who are often left out, such as people of color and tribal entities. Using data from the 2020 Census as well as tools like mySidewalk will allow the City to target its mailers, advertising campaigns, in-person and virtual outreach to encourage participation from these groups.

The City of Sammamish and consultant team will invite Snoqualmie and Muckleshoot Tribes to participate in the planning process, as outlined in HB 1717. As these tribes are sovereign governments, these efforts will be conducted as government-to-government relationships. Early planning efforts will focus on identifying key areas of interest, and special engagement sessions may be held based on these key areas. For example, tribes may want to collaborate on transportation, economic development, and/or infrastructure planning so they can continue to grow and provide services.





## Measuring Success

The population of the City of Sammamish is estimated at 70,110 (2022). The engagement goal is to make equitable contact with 10% of the residents and business population through pop-up events, focus groups, virtual town halls, and media. Equitable contact means contact with a diverse selection of the community that represents a variety of racial and ethnic groups, socio-economic groups, ages, and abilities, genders, and documentation statuses.

After data is collected, key themes will be identified. The information gathered will be visually expressed using maps, infographics, and illustrations with the goal of aiding community comprehensive of identified themes. Videos from events and activities will be embedded directly onto the project website.

# PHASE I: BUILDING AWARENESS + UNDERSTANDING

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September-October 2022

## Objective

During this phase, the project team will focus on building community understanding of what the Comprehensive Plan is, why it is being updated, and what the process will look like. They will start to build trust, knowledge, and relationships with the community and interested groups. Alongside these efforts, they will develop the project brand identity for visibility and recognition.

## Audiences

- General public
- City staff and elected officials
- Sovereign Nations: Snoqualmie + Muckleshoot Tribes
- Business community
- Organized groups and community leaders
- Other government agencies such as school districts, utility providers, emergency management, and adjacent cities

The audiences for awareness of the planning effort will be broad and complex in order to have an inclusive planning effort. Reaching the general public, community leaders, and organized groups will require strategic engagement as illustrated in the outreach plan activities that follow. The process will build upon

existing frameworks where citizens already gather for public discourse and to address key issues of community concern. Capturing a broad range of the general public will require a rigorous approach to making tools available and the project team accessible throughout the Comprehensive Plan update.

## Strategies + Tools

- » Identify key businesses, gathering places, + kiosks
- » Utilize web-based platforms
  - Social media blasts
  - City of Sammamish mailing lists + web page
  - Press
- » Publish approved press release 2 weeks prior to major events and pop-ups
- » Target ethnic media resources for reaching diverse populations
- » Coordinate with various community newsletters + online bulletin boards
- » Post project announcements
  - Schools
  - Religious institutions
  - Local sports clubs
  - Local non-profits
  - Grocery bag inserts





## Deliverables

- » Style guide with project logo and tag lines
- » Easy to understand, accessible description of project that addresses the who, what, when, where, and why
- » Comprehensive Planning 101/FAQ sheet
- » Graphic schedule & icons for project phases
- » Website for project updates
- » Methods to submit comments and questions through the website
- » Link City community pages, Instagram, Facebook, etc. for consistent messaging
- » QR code for easy connection to website



# PHASE II: ENGAGEMENT ACTIVITIES + INPUT

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October 2022 - October 2023

## Objective

Phase two focuses on interacting and generating conversations with local residents to engage and share their big ideas.

## Audience

» General Public

## Strategies + Tools

- » Activities: Use in-person and online events to collect input from local individuals
  - Issue-specific events on key topics such as climate action, housing, open space and recreation, economic development etc.
  - Planning Summit Series
  - Pop-up events
  - Create artifacts for the city and the reports
  - Online open house
  - Share art, videos, and other feedback gleaned from in-person and virtual events

## Activities

### Onsite Pop-ups

Pop-up activities are meant to meet the public where they already gather. Creating fun, interactive, and informal opportunities for the broader public to weigh in on the Comprehensive Plan update can garner more feedback and reach sections of the public who would be less likely to attend a formal meeting. A third-party process can encourage casual participation and when possible, multigenerational feedback from families.

Activities will help draw in a wide group of constituents through interactive exercises. These initial pop-ups will focus on community awareness of the project and opportunities to cultivate unencumbered ideas, rather than soliciting responses to draft planning content. The activities are meant to be fun and to gather BIG ideas for how the City can incorporate the community vision into the Comprehensive Plan update.

#### » Potential Pop-up Events

- Earth Day 2023
- Namaste India October 2023
- Sammamish Trunk or Treat October 2023

## Focus Groups

A series of one-hour focus groups will be held with stakeholders on key Comprehensive Plan topics such as housing, climate change, transportation, and economic development. The meetings will be facilitated by members of the project team and may be held virtually or in-person depending on the desires of meeting attendees. The meetings will include an agenda, a list of discussion questions, a method to document input during the meeting such as a Miro board, and meeting summary with key findings that will be shared with attendees and the public. Potential stakeholder groups include:

- » Youth Advisory Board
- » Students at local schools
- » Seniors
- » Community and environmental groups
- » Staff at outside agencies that have a role in the Comprehensive Plan update (such as local utility districts)
- » Local business owners
- » Remote workers
- » Residents with housing challenges/needs
- » City boards + commissions

## Planning Commission Meetings

A series of meetings will be held with the Planning Commission during Phase II to review engagement results and findings, review existing conditions analysis, review the draft vision statement, policy analysis results, and land use scenarios. Some of the meetings may be structured as workshop meetings that are more informal and allow for participation from Commissioners and the public. The final meeting schedule will

be determined during Phase II and posted on the project website.

## Online Open House

An overview of the project goals and public feedback will be shared in a visual format via Konveio. The public is invited to add their comments to the document. This will be available online for a length of time, giving people the opportunity to weigh in on their own schedule and read the comments of others.

## Project Website + Social Media Updates

The project website will be frequently updated to include a schedule of engagement events and opportunities for input, existing conditions summaries, community and data profiles using mySidealk, project documents and deliverables, and blog posts. Project milestones and engagement events will also be promoted on the City's social media accounts.

## Deliverables

- » Pop-up activities and summaries
- » Focus group agendas, discussion questions, and summaries
- » Planning summit presentations, facilitation, and engagement summaries (see program schedule, page 12)
- » Website updates
- » Planning Commission meeting materials and summaries

## » POP-UP ACTIVITIES

### » Hopes & Dreams Tree

To celebrate the tree-oriented culture of Sammamish, this activity starts with an ornamental tree with bare branches. People can write their hopes and dreams for the city on paper leaves and hang them on the tree. As events progress throughout the day, the tree becomes filled in with leaves that identify big picture hopes for the City's future.

### » Sammy Bucks

Funny money printed with project logo and tag lines to encourage people to "invest" in their city. Pop-up table visitors are tasked to divide their portion of funny money across 6 buckets that represent aspects of the Comprehensive Plan (affordable housing, business, parks, etc.) to illustrate how important each bucket is to a growing and changing Sammamish. A modified version of this activity could be created for online participation.

### » Mind Map

Visitors are invited to add labels on a large (24x36") map to (1) Indicate their places they cherish and (2) Identify and locate features they would like to see come to Sammamish. They are then invited to share their answers in a video, while standing in front of the over-sized poster. Videos will be posted on website, and the backdrop could be made available for on-line video creators.

### » Love Letter to the City

The public is invited post "Love Letters" sharing what they love about the city and why. This happens via an online forum with a card template they can download and customize with photos, poems, clip art etc. Prizes are awarded for best "Love Letter," organized by age range or theme. Winners are announced on Valentine's Day.



# » PLANNING SUMMIT SERIES

The Planning Summit will take place in November, 2022 and serve as the marquee public engagement event for the Comprehensive Plan. Events will be livestreamed, recorded, and posted to the project website. The Planning Summit will include the following activities:

## » Planning Summit Kick-off

- Provide an overview of the Comprehensive Plan update, opportunities for engagement, and how to participate in the Planning Summit
- Present the current community profile with demographic information
- Estimated time: half-hour

## » Visioning Event

- Gather input on the vision statement
- Show examples for how to graphically communicate vision statements
- Highlight results from the Community Visioning project.
- Live polling for input on vision statement

## » Housing Event

- Overview of the of the housing needs analysis from Community Attributes
- Show examples of housing types
- Review new state and regional housing legislation and requirements
- Live polling for input on the Housing Element

## » Town Center + Commercial/Mixed-Use Event

- Share current state of the Town Center and Commercial/Mixed-Use Areas

- Show examples of other town centers and mixed-use districts
- Host a walking tour of one of the commercial/mixed-use centers
- Live polling for input on the Town Center and Commercial/mixed-use districts including visual preference.

## » Transportation Event

- Show examples for potential transportation facilities and improvements
- Live polling for input on desired transportation improvements

## » Online Survey

- Administer a brief online survey to seek input on the event topics
- Include opportunities for the community to upload photos of their favorite places in Sammamish and examples from other cities

## » Planning Summit Engagement Summary

- Summarize the input received during the Planning Summit
- Post the engagement summary on the project website
- Post recordings of the virtual events on the project website
- Present findings to the City Council and Planning Commission



## Measuring Success

The product of these events will include reporting on audience-reached, measured by numbers of attendees, analysis of feedback, synthesis of visioning exercises, and reporting on summary of the overall feedback loop. When possible, the team will gather demographic data on the engaged audiences.

# PHASE III: FEEDBACK + REFINEMENT

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September 2023 to May 2024

## Objective

A comprehensive plan is about building for future scenarios and predicting outcomes for the community's livability, economic wellbeing and protection and investment in current and future assets. Garnering feedback from stakeholders at various stages of planning is key to public confidence-building and setting continued directions for each phase of discussion. It is important that the project team communicates how the draft plan reflects community input provided in early stages. In instances where the draft plan may differ from community input, an explanation must be provided, such as state or regional laws. Feedback during this stage leads to refinement and ultimately final recommendations on the plan. Phase III is focused on feedback on the draft vision, goals and policies, and draft plan elements for refinement prior to the legislative review process in Phase IV.

## Audiences:

- » City Staff and Elected Officials
- » General Public
- » Focus groups including youth, seniors, business community, environmental groups, homeowners associations, faith-based communities, and housing stakeholders

## Facilitating + Documenting Communication Methods

Documenting participation and feedback will be key to measuring the success of the project and the public's confidence in the process. We will look at a variety of feedback loops and adjust methods as necessary to achieve broad and diverse representation.

- » Data/raw numbers
  - Record and summarize participation in the Comprehensive Planning process such as website visits, attendance at events, focus group participation, pop-up event interactions, and public comments.
- » Social media responses
  - Track and report engagement + responses
- » Written and verbal communication
  - Summarize written and verbal communication from meetings
  - Provide polling results, Miro boards, and other commentary received via virtual tools
- » Data visualization
  - Produce graphic representations of the above data to facilitate public understanding



## » Ethnic Media

- Use language-specific media outlets to reach individuals who are more comfortable in languages other than English. Based on demographic data for Sammamish, languages likely to be most helpful for this project include Spanish, Simplified Chinese and Hindi.
- » Meeting notices and signage
- Post announcements on community notice boards for highly-used locations. Meeting notices will be simple in language and provided in multiple languages. Announcements can provide a QR tag to the website for more information.

## Activities

## Open House

The draft plan and all elements will be subject to feedback in an in-person and/or virtual open house. The open house will include a presentation with an overview of public input, the vision, goals

and polices, and the draft elements. The draft plan elements will be posted on the project website, and comments and questions may be submitted by the public through the website and project specific email addresses. If held online, the open house will be facilitated via Konveio which allows for interactive feedback on written and visual content. Konveio provides several reports on feedback and data on engagement and participation.

**City Council/Planning  
Commission**

The draft plan and all elements will be presented to both the Planning Commission and City Council during Phase III for their feedback.

## Deliverables

- » Open house materials and facilitation
- » Open house input summary
- » Planning Commission + City Council input summary



# PHASE IV: PLAN REVIEW + ADOPTION

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June - December 2024

## Objective

Phase IV is focused on supporting the formal plan adoption process including workshops and public hearings with the Planning Commission and City Council. Public comments during plan hearings will be considered for amendments to the final draft plan prior to the Planning Commission recommendation and adoption by City Council. The Planning Commission and City Council will also have direct feedback that may result in final changes to the plan before adoption.

## Audiences:

- » City Staff and elected officials
- » General Public: Focus groups including youth, seniors, business community, environmental groups, homeowners associations, faith community, housing stakeholders

## Communication

- » Post the updated draft plan to the website prior to the formal legislative review process.
- » Provide notice for public hearings in accordance with State and City requirements.
- » Advertise public hearings on the City's social media accounts.

## Activities

### Planning Commission Public Hearing(s)

The Planning Commission will hold one or more public hearings on the draft plan prior to making a recommendation to the City Council regarding adoption.

### City Council Public Hearing(s)

Following the public hearing and recommendation, the City Council will hold a public hearing(s) to review the plan and provide opportunities for public comment. A workshop will be held with City Council prior to the formal public hearing(s) to receive the recommendation from the Planning Commission and a presentation on the updated plan. Following the public hearing, the City Council will make a final decision regarding adoption.

## Deliverables

- » Public hearing presentation and facilitation
- » Summary of public comments on the draft plan

# ENGAGEMENT ACTIVITIES (ALL PHASES)

ENGAGEMENT OPPORTUNITY	DATE
Sammamish Seniors	08/10/2022
Joint City Council/Planning Commission	09/20/2022
Focus Groups	Late 2022 to Early 2024
Planning Summit Series	November 2022
Pop-up Events (TBD)	2023
Planning Commission Meetings	Ongoing
City Council Meetings	Ongoing
Open House	Fall 2023
Public Hearings	September-December 2024
<p>*The Comprehensive Plan Update is a multi-year project culminating in December 2024. All dates are subject to change. The most up to date information can be found on the project website (<a href="http://www.livablesammamish2044.org">www.livablesammamish2044.org</a>)</p> <p>Disclaimer</p>	

This Public Participation Program may be revised as needed during this update process and activities not anticipated may occur or be added without revision of this plan. Errors in exact compliance with this specific Public Participation Program shall not constitute grounds for invalidation of legislation adopted under the update, so long as the spirit of the procedures are observed, unless otherwise provided by state or federal law.



# PROJECT TIMELINE



# APPENDIX: STYLE GUIDE

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## COLORS

### Primary

R: 114 G: 194 B: 152

C: 56 M: 1 Y: 52 K: 0

R: 104 G: 171 B: 210

C: 58 M: 19 Y: 7 K: 0

### Secondary

R: 71 G: 109 B: 181

C: 78 M: 58 Y: 0 K: 0

R: 180 G: 214 B: 107

C: 33 M: 0 Y: 107 K: 0

R: 242 G: 111 B: 125

C: 0 M: 71 Y: 36 K: 0

## FONTS

**H1: FORMA DJR DISPLAY REGULAR  
25 PT; BLACK TINT 95%; +10 TRACKING**

**H2: Forma DJR Display Medium  
20 pt; +10 Tracking**

**H3: Forma DJR Display Medium; 15 pt; Black  
Tint 95%; +10 Tracking**

Body Text: Open Sans Regular 11 pt +10 Tracking; Black Tint 95%

LOGO

