SCJ ALLIANCE
CONSULTING SERVICES

Summary of Sequim's Comprehensive Plan Outreach in June 2024

Introduction:

Starting on June 11th, 2024, SCJ Alliance staff members held a three-day community outreach studio event to stimulate input from Sequim community members for the development of an overall vision for the city and the city's comprehensive plan. This exercise was characterized by three days of studio time, during which attendees where encouraged to drop-in as their schedule allows and provide input through the form of discussions with SCJ Alliance staff and City of Sequim staff and participation in activities designed to solicit comments on a vision for Sequim. Each day of outreach likewise culminated in an open house on relevant topics of community development and featured group visioning activities which provided valuable data for the direction of the community vision for Sequim.

1 Studio and Open House Materials and Activities

The following is a list of activities which were used to encourage discussion during the outreach studio hours:

- Background Information Boards – Informational materials educating attendants on the role of the comprehensive plan, and prevailing demographic, housing, and economic trends.
- Mini Poll – Five question survey which asked respondents to identify their preferences between two opposing statements on aspects of community development; useful to determine acceptable trade-offs.
- Penny Poll – Interactive table activity asking participants to divide eight chips between eight community development priorities.
- Target Activity – Six targets featuring statements in the city's current comprehensive plan, asking participants to reflect on the continued accuracy of said statements
- Vision Snippets – Small group exercise used to determine continued relevance and importance of current vision statement and identified methods to address policy gaps.
- Scenarios Workshop – Small group exercise used to determine which of three community vision scenarios is preferred and what are its strengths and weaknesses. Scenarios were developed from input received from attendants during the first two days of outreach.

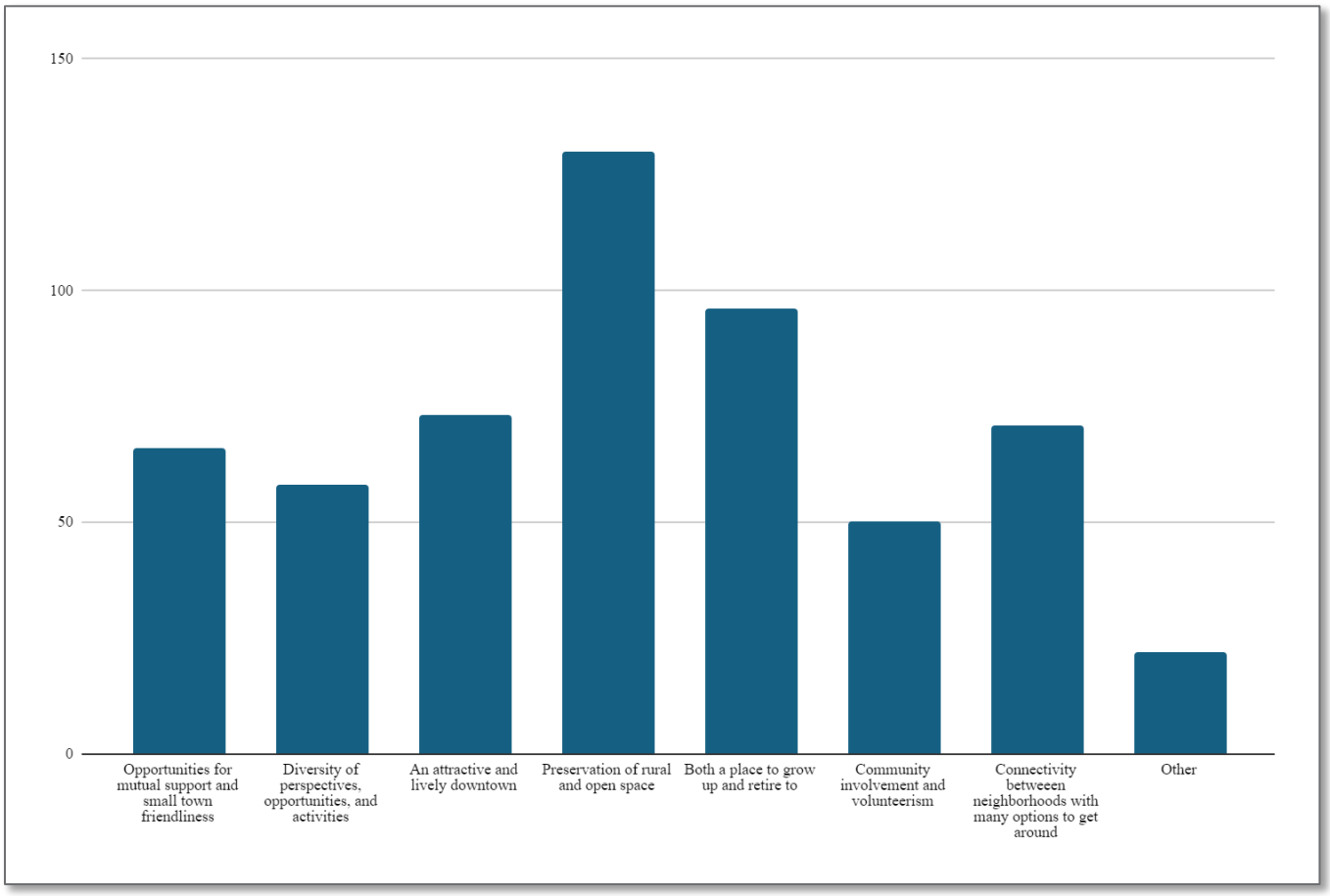
2 Results of Outreach

Mini Poll Results

	Left	Lean Left	Neutral	Lean Right	Right	
Downtown Sequim has what it needs to succeed on its own	2	1	10	**14**	**14**	**Downtown Sequim still needs to be a priority for the City**
More should be done to make Sequim a place to raise a family	11	**13**	11	4	4	**Sequim's future relies on its ability to serve retirees**
The City has little role to play in housing affordability	1	2	5	15	**21**	**The City should do what it can to make housing more affordable**
We should prioritize growth within our city limits, limiting sprawl	**16**	8	8	6	5	**We should expand, accommodating new growth on the community's periphery**
We should embrace our identity as a major tourist destination	1	2	12	**15**	13	**We should focus on attracting and keeping well-paying, permanent jobs.**

Results indicate that respondents are generally in agreement on each question, demonstrating a preference for investment in downtown, support for families, an action by the City on housing affordability, preference for growth within city current city boundaries, and attraction of new enterprise to the city.

Penny Poll Results



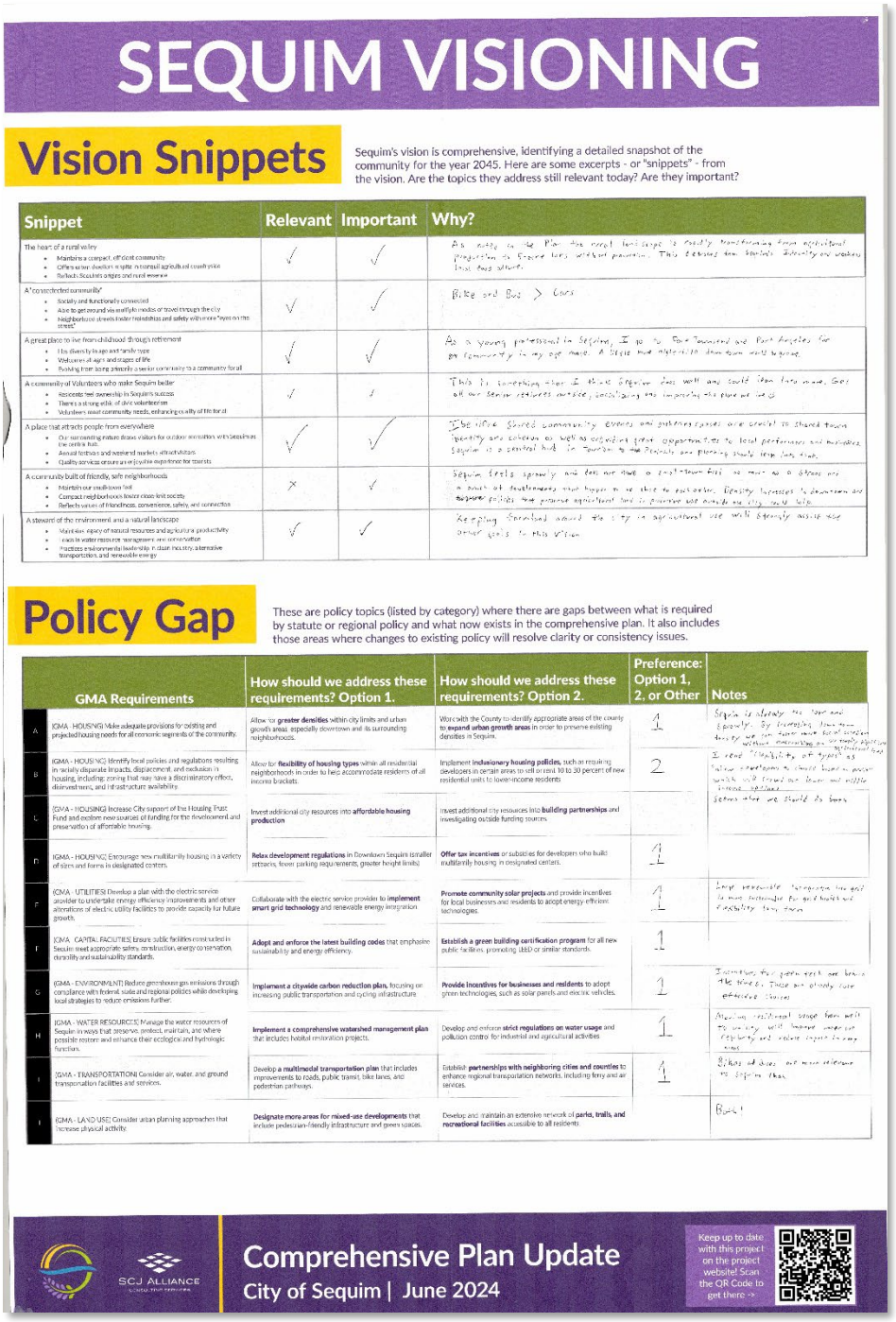
'Preservation of rural and open space' emerged as having the most importance for respondents to this activity, having received 130 votes, while working to make Sequim an attractive place to grow up in and retire to came in second with 96 votes. Aside from 'other' 'community involvement and volunteerism' received the least amount of votes, with 50.

3 Vision and Policy Gap Workshop

Attendees were given a variety of statements utilized in the existing comprehensive plan and asked, as groups, to determine if these statements remain relevant and important. Likewise, attendees were provided a number of new Growth Management Act requirements which have been enacted by the state legislature since Sequim's comprehensive plan was adopted and attendees were asked to determine methods to meet these requirements.

Vision Exercise

Teams largely agreed that each vision statement provided continued to hold some merit and remained important to the community, however each team contributed rationale for their perspective that indicated some variation in why said vision statements were of value to them (right).



SEQUIM VISIONING

Vision Snippets

Sequim's vision is comprehensive, identifying a detailed snapshot of the community for the year 2045. Here are some excerpts - or "snippets" - from the vision. Are the topics they address still relevant today? Are they important?

Snippet	Relevant	Important	Why?
The heart of a rural valley • Maintains a compact, efficient community • Offers urban dwellers a sense of small agricultural countryside • Reflects Sequim's origins and rural essence	✓	✓	As noted in the Plan, the rural landscape is rapidly transforming from agricultural production to Estate lots, without permanent. This threatens the Sequim identity and weakens [illegible]
A "connected community" • Socially and functionally connected • Able to get around via multiple modes or travel through the city • Neighborhood streets foster friendships and safety with more "eyes on the street"	✓	✓	Bike and Bus > Cars
A great place to live from childhood through retirement • Has diversity in age and family type • Welcomes all ages and stages of life • Evolving from being primarily a senior community to a community for all	✓	✓	As a young professional in Sequim, I go to Port Townsend and Port Angeles for my community in my age group. A little more night life than Sequim would be great.
A community of Volunteers who make Sequim better • Residents feel ownership in Sequim's success • There's a strong ethic of civic volunteerism • Volunteers meet community needs, enhancing quality of life for all	✓	✓	This is something that I think Sequim does well and could then into more. Get all our Senior retirees involved, socializing and improving the place we live in.
A place that attracts people from everywhere • Our surrounding nature draws visitors for outdoor recreation with Sequim as the central hub • Annual festivals and weekend markets attract visitors • Quality services ensure an enjoyable experience for tourists	✓	✓	The more shared community events and gatherings spaces are created to shared town identity and cohesion as well as opportunities for local performers and musicians. Sequim is a central hub in location to the Peninsula and planning should keep that in mind.
A community built of friendly, safe neighborhoods • Maintains our small-town feel • Compact neighborhoods foster close-knit society • Reflects values of friendliness, convenience, safety, and connection	✗	✓	Sequim feels sprawly and does not have a central town feel to many as a result of developments that happen as we chase tax dollars. Density increases in downtown and outside [illegible] and preserve agricultural land in Dungeness Valley would help the city avoid both.
A steward of the environment and a natural landscape • Maintains legacy of natural resources and agricultural productivity • Leads in water resource management and conservation • Practices environmental leadership in clean industry, alternative transportation, and renewable energy	✓	✓	Keeping Dungeon natural is by in agricultural use will directly assist our other goals in this vision

Policy Gap

These are policy topics (listed by category) where there are gaps between what is required by statute or regional policy and what now exists in the comprehensive plan. It also includes those areas where changes to existing policy will resolve clarity or consistency issues.

	GMA Requirements	How should we address these requirements? Option 1.	How should we address these requirements? Option 2.	Preference: Option 1, 2, or Other	Notes
A	(GMA - HOUSING) Make adequate provisions for existing and projected housing needs for all economic segments of the community.	Allow for **greater densities** within city limits and urban growth areas, especially downtown and its surrounding neighborhoods.	Work with the County to identify appropriate areas of the county to **expand urban growth areas** in order to preserve existing densities in Sequim.	1	Sequim is already too "dense" and crowded. By increasing [illegible] density we run [illegible] without increasing [illegible]
B	(GMA - HOUSING) Identify local policies and regulations resulting in racially disparate impacts, displacement, and exclusion in housing, including zoning that may have a discriminatory effect, disinvestment, and infrastructure availability.	Allow for **flexibility of housing types** within all residential neighborhoods in order to help accommodate residents of all income brackets.	Implement **inclusionary housing policies**, such as requiring developers in certain areas to sell or rent 10 to 30 percent of new residential units to lower-income residents.	2	I read "flexibility of types" as future developers should have to provide units [illegible]
C	(GMA - HOUSING) Increase City support of the Housing Trust Fund and explore new sources of funding for the development and preservation of affordable housing.	Invest additional city resources into **affordable housing production**	Invest additional city resources into **building partnerships** and investigating outside funding sources.		Seems like we should do both
D	(GMA - HOUSING) Encourage new multifamily housing in a variety of sizes and forms in designated centers.	**Relax development regulations** in Downtown Sequim (smaller setbacks, fewer parking requirements, greater height limits)	**Offer tax incentives** or subsidies for developers who build multifamily housing in designated centers.	1 1	
E	(GMA - UTILITIES) Develop a plan with the electric service provider to undertake energy efficiency improvements and other alternatives of electric utility facilities to provide capacity for future growth.	Collaborate with the electric service provider to **implement smart grid technology** and renewable energy integration	**Promote community solar projects** and provide incentives for local businesses and residents to adopt energy-efficient technologies.	1 1	Large renewable [illegible] are best to meet [illegible] flexibility [illegible]
F	(GMA - CAPITAL FACILITIES) Ensure public facilities constructed in Sequim meet appropriate safety, construction, energy conservation, durability and sustainability standards.	**Adopt and enforce the latest building codes** that emphasize sustainability and energy efficiency.	**Establish a green building certification program** for all new public facilities, promoting LEED or similar standards.	1	
G	(GMA - ENVIRONMENT) Reduce greenhouse gas emissions through compliance with federal, state and regional policies while developing local strategies to reduce emissions further.	**Implement a citywide carbon reduction plan**, focusing on increasing public transportation and cycling infrastructure	**Provide incentives for businesses and residents** to adopt green technologies, such as solar panels and electric vehicles.	1	Incentives for green tech are better the ones. There are already [illegible]
H	(GMA - WATER RESOURCES) Manage the water resources of Sequim in ways that preserve, protect, maintain, and where possible restore and enhance their ecological and hydrologic functions.	**Implement a comprehensive watershed management plan** that includes habitat restoration projects.	Develop and enforce **strict regulations on water usage** and pollution control for industrial and agricultural activities	1	Meeting [illegible] usage [illegible] to [illegible]
I	(GMA - TRANSPORTATION) Consider air, water, and ground transportation facilities and services.	Develop a **multimodal transportation plan** that includes improvements to roads, public transit, bike lanes, and pedestrian pathways.	Establish **partnerships with neighboring cities and counties** to enhance regional transportation networks, including ferry and air services.	1	Bikes all does not mean reference to Sequim [illegible]
J	(GMA - LAND USE) Consider urban planning approaches that increase physical activity.	**Designate more areas for mixed-use developments** that include pedestrian-friendly infrastructure and green spaces.	Develop and maintain an extensive network of **parks, trails, and recreational facilities** accessible to all residents.		Both!

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Comprehensive Plan Update

City of Sequim | June 2024

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Policy Gap Exercise

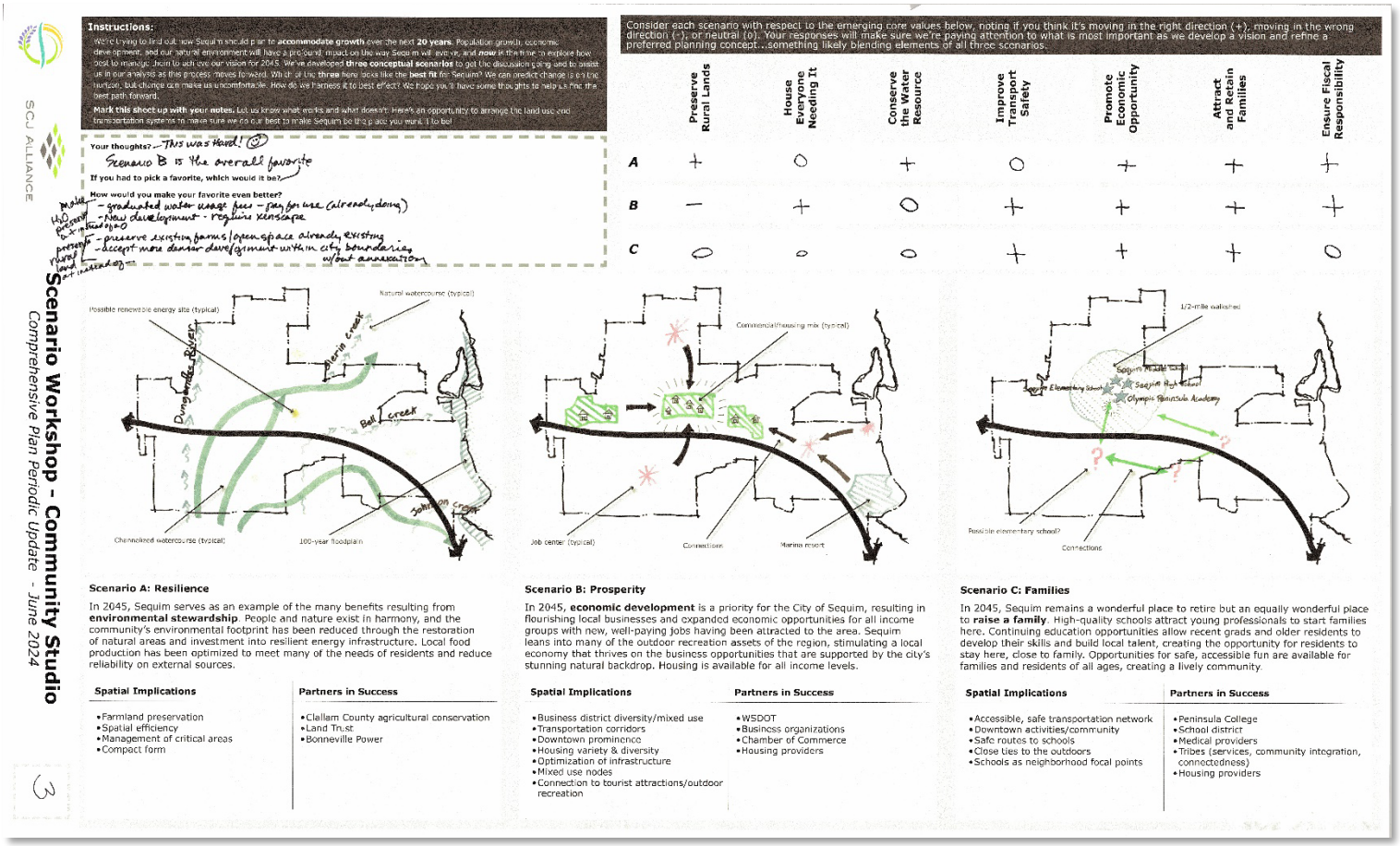
Unlike the Vision Exercise, in which teams were largely in alignment on the continued importance of vision statements but differed in their reasons for support, the policy gap exercise revealed consensus on some policy directions and incongruity on others.

No policy direction received unanimous support between all the groups, and many policy gaps were considered to be best addressed through a hybridized format of the two provided policy directions; for example, when asked how the city can reduce its greenhouse gas emissions, groups signaled support introduction of facilities that enable environmentally friendly behavior changes, such as investment in bike lanes to encourage less driving, while also supporting investment in facilities that enable existing behaviors to become more sustainable, such as investment in EV charging stations to support a transition away from internal-combustion engines.

4 Scenarios Workshop

Following various discussions with attendees and the early results from the outreach activities, SCJ Alliance staff developed three scenarios:

- Scenario A: Resilience – Focus on environmentally sustainable policies and practices, focus of growth in areas with existing infrastructure and services, local food production, and restoration of natural areas.
- Scenario B: Prosperity – Focus on economic development, promotion of housing affordability through infill development and development of currently rural lands as needed, attraction of new commercial and employment opportunities.
- Scenario C: Families – Focus on attraction and retention of families through investment in education, safety improvements to neighborhoods and streets. Promotion of housing affordability through infill development and limited development in rural areas.



Scenario Workshop material completed by small stakeholder team

Attendees were organized into four groups and encouraged to discuss their thoughts on each scenario and collaborate on methods to improve their preferred scenario; they were also asked to rate how closely each scenario meets seven identified shared values (listed below).

Based on group report-outs, Scenario B: Prosperity emerged as the most common preferred scenario. While groups expressed reluctance for housing development into currently rural areas, they all acknowledged an acceptance for some degree of rural and infill growth.

Emerging Shared Values

Many attendees expressed a range of similar sentiments about their perception of current and historic growth and their aspirations for growth into the future. SCJ Alliance staff identified the following shared values among the attendees of the three-day outreach event. These values may be worth exploring and expressing further in the final community vision.

1. Preserve rural and open spaces
2. Promote housing affordability
3. Conserve regional water resources
4. Prioritize transportation safety and comfort
5. Promote economic opportunity
6. Attract and retain families
7. Ensure fiscal responsibility

5 Next Steps

SCJ Alliance will continue to contribute to ongoing outreach and community events in support of the development of the comprehensive plan periodic update. Additional outreach led by the SCJ Alliance and the City of Sequim will be useful for determining a clearer understanding of the community's preferred vision. Likewise, SCJ Alliance staff anticipate working with the City's planning commission and council in the effort of directing the community vision.