

Comprehensive Plan Update

Public Participation Plan

Sequim, WA

March 2024

SCJ ALLIANCE
CONSULTING SERVICES

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Introduction

Sequim is updating its Comprehensive Plan in accordance with the Washington State Growth Management Act (GMA). The City is also updating its transportation plan, evaluating its economic development strategy, preparing a housing action plan and a climate action plan, and creating a unified development code. This entire suite of planning activities is partially funded by grants from the Department of Commerce, matched by local resources. This document refers to the entire scope of this effort as the comprehensive plan update.

Sequim is a "fully planning jurisdiction" and is required to evaluate the Comprehensive Plan and development regulations against updates in the GMA, case law, and forecast changes in land use and population growth (RCW 36.70A.130).

The Sequim Comprehensive Plan guides City decisions on land use, zoning regulations, subdivisions, hazard regulations, annexations, development review, and other community development decisions, including grants and large capital investments. The plan is a framework to accomplish community aspirations and intentions. It states goals and objectives, and it recommends courses of action for future growth and development, public facilities and services, and environmental protection.

Public engagement is a key component of this update effort. This Public Participation Plan (PPP) is intended to guide community engagement efforts throughout the process to ensure early and continuous involvement in decision-making. the City will encourage participation over the course of this entire project.

Public Participation Plan Objectives

This document outlines the public participation opportunities for the Sequim Comprehensive Plan update, including engagement methods, timeline, and implementation strategies. This is a working document and may be updated over time to reflect the community's needs.

The objectives for this Public Participation Plan are:

- **Inform residents of the Comprehensive Plan update**, the process, and outcomes, using outreach methods to alert residents and property owners of the variety of participation opportunities.
- **Conduct collaborative events** which use conversation to exchange ideas and information, giving participants more ownership in the outcomes and producing more effective planning documents.
- Include a **range of perspectives**, engaging residents in unique ways to reach a broader audience and understand their goals, needs, and desires.
- Provide **access to engagement opportunities**, events, and participation for all residents within Sequim, including disadvantaged groups and individuals and those who have historically been left out of community planning processes.
- Be transparent and **openly reflect a variety of viewpoints** within the community and the City's process for the development and implementation of the Comprehensive Plan.

Public Participation Approach

Communication Channels

This process must make information available to allow any interested person to review materials and participate. Throughout the Comprehensive Plan update process, the City will maintain several channels to notify the public and other participants of relevant meetings and events. Regular opportunities for education and notification include:

- Project website: sequimagine.org
- City website
- Social media posts
- Press releases
- Mailers and other City communications (flyers, notice boards, etc.)
- Sequim Gazette advertising
- Email lists

Participation Inclusivity and Potential Barriers

The channels by which we communicate and the events we hold should incorporate an inclusive engagement approach. The table below identifies the engagement options for this plan, including the potential barriers of each, and the methods to achieve inclusivity.

Engagement Method	Potential Barriers	Inclusivity Method
Project Website *A central location for status updates, draft documents, meeting schedules and related information, official notices, and feedback/comment portal*	♦ Getting visitors to the website ♦ Reaching ESL residents ♦ Reaching residents with limited internet services ♦ Uploading materials in a timely manner	♦ Ensure ease of access through virtual outreach on social media and email correspondence directing public to website ♦ Provide materials in a variety of languages as needed ♦ Make materials available in advance available on the website ♦ Keep participants informed of results/progress ♦ Display information in multiple formats (images, charts, graphs, videos, etc.) ♦ Partner with the library to connect those without internet to resources
Social Media *Sharing of public events, surveys, and other opportunities to participate*	♦ Posting and noticing in a timely manner ♦ Creating postings that appeal to a wide audience ♦ Reaching ESL residents	♦ Provide materials in a variety of languages as needed ♦ Provide links to surveys and other web-based platforms provided

Engagement Method	Potential Barriers	Inclusivity Method
	♦ Reaching residents with limited internet services ♦ Moderating responses.	
Printed Materials *Printed materials describing the update process, including:* ♦ **Sequim Gazette** ♦ **Mailers**	♦ Reaching ESL residents ♦ Potential for low participation	♦ Provide materials in a variety of languages as needed ♦ Identify a variety of outlets with relevant contact information for notification and distribution of materials (newspapers, neighborhoods, churches, and other community-oriented organizations/groups) ♦ Include website link and QR code for easy access
Public Meetings, Open Houses, and Presentations *Sharing of information, process updates, results, small-group conversations, interactive exercises,*	♦ Identifying appropriate events to reach a variety of community members ♦ Reaching ESL residents ♦ Childcare availability ♦ Potential for low participation ♦ High level of coordination/ communication required ♦ Inclement weather ♦ Proper safety measures to reduce the risk of COVID exposure.	♦ Work with City departments to identify appropriate events to reach a diverse audience ♦ Designate 1-2 point people for coordination/communication to ensure clarity and efficiency ♦ Provide options for non-English-speaking participants and ensure ADA accessibility ♦ Incentivize participation with food and/or childcare ♦ Include opportunities for both virtual and in-person participation; host "hybrid" public meetings –in-person meetings with a virtual participation option ♦ Tailor events to various size audiences
Community Workshops and Open Houses *Public events may be held at any location open and accessible to the public, including but not limited to neighborhoods, schools, community door to door, or other gathering places*	♦ Reaching ESL residents ♦ Potential for low participation ♦ Identifying appropriate events for community ♦ Inclement weather	♦ Provide options for non-English speaking participants and ensure ADA accessibility ♦ Incentivize participation with food and/or childcare ♦ Include opportunities for both virtual and in-person participation; host "hybrid" public meetings –in-person meetings with a virtual participation option

Engagement Method	Potential Barriers	Inclusivity Method
		♦ Tailor events to various size audiences
Planning Commission and City Council Meetings and Hearings *Sharing results, taking public comment, working through details with officials, adoption*	♦ Reaching ESL residents ♦ Potential for low public participation ♦ May be intimidating ♦ Childcare availability ♦ Inclement weather	♦ Provide ample time for the public to speak and/or provide written comments and questions ♦ Provide options for non-English-speaking participants and ensure ADA accessibility ♦ Incentivize participation with food and/or childcare ♦ Include opportunities for both virtual and in-person participation

Engagement Activities

This section delves deeper into each of the engagement strategies that are planned as part of the Comprehensive Plan update process, including descriptions and anticipated timeframe.

1. Project Website

Timeframe: Duration of Project

The project website will provide the latest information related to the Sequim Comprehensive Plan update for all interested parties. The website will be linked through the Sequim website and allow the public to:

- Access project status and timelines
- View meeting schedules and related information
- Review draft and final documents and community workshop materials
- Provide feedback through a comment portal or survey
- View official notices related to the update process

Roles and Responsibilities

- **City Staff** *(lead):* Distribution, and translation (as needed) of materials.
- **SCJ Alliance** *(support):* Production of materials as needed, website creation and maintenance.

2. Social Media

Timeframe: Duration of Project

The City will use its social media channels (Facebook and Instagram) to broadcast public events, surveys, and other public participation activities. Project information will be targeted to areas in Sequim by using strategically scheduled posts, and will use enhancements (e.g., Facebook boosts) for area-specific communications.

To run a successful social media campaign, materials must be published on time and updated regularly. There should be a schedule for postings that lead up to events, and each post should include an image that can be clicked to redirect people to the City's website. Any comments from social media posts should be compiled and delivered to City staff and consultants regularly.

Roles and Responsibilities

- **City Staff** *(lead):* Publishing and production of materials.
- **SCJ Alliance** *(support):* Assisting the City in the production of social media content (e.g., text, images, and information).

3. Orientation Interviews

Timeframe: March 2024

Interviews will be held with community representatives, collaborators, and other interested parties in Sequim. The interviews can be a combination of in-person or virtual meetings, and will be flexible to accommodate the diverse working schedules and home life responsibilities. Up to 25 interviews will be conducted by the consultant team; City staff will identify community stakeholders and coordinate the meetings.

4. Survey

Timeframe: Spring/Summer 2024

An online questionnaire will be developed to gather the community's thoughts on priorities, trade-offs, values, and preferences related to the Comprehensive Plan update. The survey will be developed through an online platform (e.g., Alchemer, Maptionnaire, ArcGIS StoryMaps) and will be made available online, including accessibility on mobile devices, as well as printed out versions that can be filled out at public outreach events or distributed around the community for those that would prefer to fill out the paper copy. In addition, an iPad can be available at public outreach events for those that wish to take the survey at the outreach events. The survey will be rolled out to coincide with public outreach events.

This survey will collect topical information from the public on various elements of the Comprehensive Plan. The survey may also include visual preferencing and the collection of comments and ideas on planning scenarios.

5. Public Workshops & Studios

Timeframe: April – July 2024

The Comprehensive Plan update process will include a series of public workshops and intensive studios to support the public engagement process. This schedule will include the following events:

Workshop 1: Vision

First, we will host a vision workshop in **spring of 2024 (April/May)** to consider Sequim's existing vision statement and how well it meets the community's expectations for the year 2045. This will be a broad-

ranging exercise to gather community input about what Sequim should look like 20 years from now, covering all topics addressed in the comp plan.

Storefront Studio

We will then host a multiple day "storefront studio" in **June or July 2024**. The studio will feature two to three days of public drop-in access to talk with the consultant team, a project gallery, and three evenings of public workshops/open houses, as follows:

- **Day 1**
  - **Workshop 2: Vision to Scenarios**
    - This workshop will present the draft vision and will invite community members to consider different ways this vision could play out, ultimately leading to the development of various scenarios.
  - **Studio, Part 1: Scenarios**
    - Day 1's studio will focus on the further development of various scenarios for how the draft vision could play out. These scenarios will be prepared and ready for discussion on Day 2.
- **Day 2**
  - **Studio, Part 2: Choices**
    - Day 2's studio will analyze pros, cons, and policy implications based on the proposed scenarios. This will include a look at elements such as land use, housing, climate, economic development, and transportation that will make up the foundation of the plan update.
  - **Workshop 3: Transportation Open House**
    - This open house will provide an opportunity to speak with the Transportation Master Plan consultants and discuss how transportation interrelates with the comprehensive plan update, including the proposed scenarios developed during the studios.
- **Day 3**
  - **Studio, Part 3: Direction**
    - Day 3's studio will distill the feedback heard at the scenario workshop, the transportation open house, and during studio conversations to refine a preferred direction to guide the development of the comp plan.

Housing Workshop

Timeframe: August 2024

In coordination with the comprehensive plan update, a housing action plan will be developed to focus on specific efforts to increase housing availability and affordability within Sequim. A housing-focused public workshop will be included in this scope, and should dovetail off the scenario work completed for the comprehensive plan outreach process.

Climate Workshop

Timeframe: October 2024

An additional coordinated effort alongside the comprehensive plan will be a climate action plan. This will also include public participation, which may include a public workshop focused on climate issues and proposed actions.

This workshop may be coordinated with comprehensive plan outreach efforts, such as the implementation workshop, which is also slated for October 2024.

Implementation Workshop

Timeframe: October 2024

We will also prepare and host a workshop later in the fall of 2024 specifically on implementation actions that will guide how the plan will be used once adopted. This will be another public event, focusing on proposed implementation measures. The outcome will be a prioritized and detailed list of proposed implementation measures.

Roll-Out Open House

Timeframe: December 2024 or January 2025

The Comprehensive Plan update process will include a roll-out open house to invite community input on the draft plan and recommendations. The meeting will be informational and educational and include activities to gather specific suggestions from participants on how the plan can be refined to reflect the community's needs and aspirations. The meeting may be in person, virtual, or a hybrid.

Comprehensive Plan Coordination

While the Planning Commission and City Council will continue to hold regular meetings throughout the update process, there will be several meetings specifically associated with the comp plan.

Planning Commission

The Planning Commission will coordinate with the consultant team and county staff to host workshops, meetings, and public hearings, and they will serve in an advisory capacity throughout the update process.

The Planning Commission will workshop each element throughout the update process, then review a final consolidated draft of the updated Comprehensive Plan to prepare a recommendation for the City Council.

Proposed dates for Planning Commission Check-in's:

Focus	Date
Land Use	August 2024
Housing	September 2024
Transportation (with Transpo)	October 2024
Climate	November 2024
Economic Development	December 2024
Capital Facilities/Utilities	January 2025
Final Plan Presentation (with Council)	April 2025

Interdepartmental and Interagency Coordination

The consultant team and county staff will meet regularly with internal and external groups to address key issues as they arise. Anticipated partner agencies include city departments (Community Development, Public Works), local and regional agencies (WSDOT, PRTPO, Clallam County), and tribes (Jamestown S'Klallam Tribe).

Final Plan Presentation

Timeframe: Spring 2025

The final updated Comprehensive Plan will be presented to the City Council for review, deliberation, and adoption in Spring 2025.

Conclusion

The Sequim Comprehensive Plan update is a collaborative effort in which the City will engage the public, businesses, governmental agencies, and other interested groups. As detailed in this Public Participation Plan, the City's project website, public postings, community events, public meetings, interviews, meetings, presentations, and workshops will be used to engage with interested and invested parties and involve them in the update process, ensuring their voices are heard and their vision for the community is reflected in the final Comprehensive Plan.